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PHILOSOPHIE RIBOT

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 1 NEW YORK, U. S. A., FRIDAY, JANUARY 2, 1953 TEN CENTS

Film Shares Irregular In 1952 Trading

But 'Proven' Stock Was In Continued Demand

Film company securities with proven or potential earning power continued in good demand on the New York Stock Exchange during 1952. On the whole, however, motion picture shares gave a highly irregular performance during the year.

The net result was that gains and losses were about evenly divided in the film stock at the year's end. This was in line with the action of the stock market as a whole. Although a rise in some groups brought the general stock average to new highs in more than 21 years, many shares lost 10 to 40 per cent, compared with their 1951 closings.

Most observers believed the business

(*Continued on page 3*)

Anti-tax Picture Is in Preparation

HOLLYWOOD, Jan. 1.—Col. H. A. Cole, co-chairman of the National Tax Repeal Committee, accompanied by Paul Short, National Screen executive, arrived here last night from Dallas to complete arrangements for the production of a short subject which will be presented to the Committee on Ways and Means in Congress. The film is intended to elucidate all of the facets in connection with the plea of the industry for the elimination of

(*Continued on page 3*)

UA Plans Worldwide 16mm. Distribution

While Brazil and Australia will be the initial countries in which United Artists expects to launch its 16mm. film distribution, the company plans to expand its narrow-gauge film activities to England, France, Malay and other countries during 1953, Arnold Picker, vice-president in charge of foreign distribution, discloses.

At present, UA has no product on 16mm. but preparations will begin early in the year for making the narrow versions for the new market.

(*Continued on page 2*)

House Small Business Unit Attacks 'Localized' D. of J. Trust Suits

Washington, Jan. 1.—The House Small Business Committee has criticized the Justice Department's anti-trust division for wasting its time in bringing cases against groups of localized theatre owners.

In a revew report for the past two years covering various phases of government activities affecting small business, the Committee suggested that "a well-conceived pattern of anti-trust law enforcement must rest upon careful selection of cases and a concentration of effort on consequential actions."

Said the Committee: "With the admitted reduction in staff and the increase in non-case work activities, it is difficult to understand an anti-trust policy which will allow the dissipation of its efforts through cases brought against price-fixing by a group of local drive-in theatres or in the sale of dentures from a certain product."

In 1951, the Department brought a suit against a group of Chicago drive-in operators. Early in 1952, it instituted an anti-trust action against several indoor theatre owners in Terre Haute, Ind.

A. T. & T. Snubs Industry Bid for TV Cost Data

Theatre television cost figures requested by the industry from the American Telephone and Telegraph Co. will not be available until Jan. 12, if at all, an A. T. & T. spokesman stated here.

He explained that on Jan. 12 participants in the Federal Communications Commission hearings are slated to submit exhibits, among other things, in preparation for the resumption of theatre TV hearings on Jan. 26. The spokesman would not express any assurance that the A. T. & T. exhibits would contain the theatre TV cost information sought by the Motion Picture Association of America and the National Exhibitors Theatre Television Committee.

The long-sought information was tentatively promised by A. T. & T. "before the end of the year" at a

(*Continued on page 3*)

Exhibitors Showing Greater Caution in Making Film Bids

Competitive bidding has leveled off to the point where exhibitors are using greater caution in offering bids than they did 18 months ago, according to sales executives here. When the auction type of buying came into practice, following the entry of the government's consent decree, many theatre owners went overboard in their efforts to take product away from competitors, with the result that the bids sometimes were in excess of the ex-

(*Continued on page 2*)

126 TV Stations on Air; 175 Approved

WASHINGTON, Jan. 1.—The Federal Communications Commission said 126 television stations were actually on the air at the end of 1952, an increase of 18 since the TV freeze was lifted in July. Only 108 stations were broadcasting when the freeze was instituted in April, 1948.

The Commission said that between

(*Continued on page 3*)

150 Entertainers At 'Ike' Inaugural

WASHINGTON, Jan. 1.—One hundred and fifty top entertainers from the film industry, the theatre, radio and television will take part in the two-hour inaugural festival here on Jan. 19, the Eisenhower Inaugural Committee announced.

Offers to appear in the festival have come from over 2,000 performers, according to festival committee chairman Mrs. A. Burks Summers. Film actor George Murphy is director of entertainment for the production. So far, the cast includes Walter Pidgeon, Helen Hayes, Jeanette MacDonald, Allan Jones, Edgar Bergen, Hoagy Carmichael, Ethel Merman and William Gaxton.

At Least Six Films in NV Set for 1953

Schaefer Reports Heavy 'Bwana Devil' Grosses

At least six pictures will be made in the Natural Vision three-dimensional process in 1953, George Schaefer, sales head, discloses. Sam Katzman, Columbia producer, who announced plans to produce one in Natural Vision, has increased his commitment to three for this year. Warner Brothers is preparing one and negotiations are under way with other producers for the filming of more pictures in Natural Vision.

Meanwhile, "Bwana Devil," first picture using the process, is rolling up heavy grosses, Schaefer said. The film drew $36,000 at the Madison Theatre, Detroit, during the week which ended Monday and $31,000 in its initial week in San Francisco. While figures were not available, Schaefer said the current engagement at the Aldine in

(*Continued on page 3*)

Allied Committee to Oppose 16mm. Suit

National Allied has named a special committee to work with general counsel Abram F. Myers on any action the association will take in opposing the government's 16mm. anti-trust suit. Appointed to the committee, which was authorized by the board of directors at Allied's annual convention in Chicago, were Ben Berger, Leon Back, Col. H. A. Cole, Trueman Rembusch, Irving Dollinger and Nathan Yamins.

Meanwhile, Allied has scheduled a

(*Continued on page 3*)

$128,000 Columbia Profit in 13 Weeks

Columbia Pictures reports an estimated net profit of $128,000 for the 13 weeks ended last Sept. 27, compared with $165,000 in the same period in 1951. Estimated operating profit for the quarter was $208,000 this year, compared with $215,000 in the quarter last year. Estimated Federal taxes for the 1952 period are $80,000, against $50,000 a year ago.

Earnings per share of common stock were estimated at nine cents

(*Continued on page 3*)

Personal Mention

ARTHUR KRIM, United Artists president, will return to New York tomorrow from an extensive European tour.

•

MIKE SIMON, former Paramount exchange head in Buffalo, and MRS. SIMON announce the wedding of MRS. SIMON's daughter, MERLE JANEEN JACOBSON, to TRACY HARRINGTON TINGLEY on Jan. 17 at Grosse Point Farms, Mich.

•

B. C. SALAMIS of Montreal was decorated at the Greek Embassy in Ottawa by His Excellency, RAOUL BIBICA-RSETTI, in recognition of his services in relief work for his native country.

•

WILLIAM F. OSBORNE, Monogram International Corp. assistant export manager, has returned to his desk from the Far East for the first time in a year.

•

MRS. ELSA SOLTZ, widow of the late exhibitor SAM SOLTZ, was married Wednesday in Baltimore to SEYMOUR BERLINER.

•

MISS INGE CARRO has been promoted to booking manager of the Casino Film Exchange here.

•

MARK ROBSON, partner in Aspen Films, will arrive here from Hollywood tomorrow.

•

TED TODDY, president of Toddy Pictures, Atlanta, is visiting in New York from that city.

•

OLLIE WILLIAMSON, district manager of Warner's in Atlanta, has returned there from Texas.

•

JAMES DUNCAN, owner of the 23rd Drive-in, Chattanooga, announced the birth of a girl to MRS. DUNCAN.

Charles Rosenzweig Rites Here Today

Services for Charles Rosenzweig, who retired as a vice-president of RKO Radio Pictures in 1937, will be held here this morning at the Park West Memorial Chapel. Rosenzweig, who died Tuesday after a fortnight's illness at the age of 62, had also been associated with Universal and Columbia before his retirement.

He is survived by the widow, a daughter, two sons and three sisters

George Heads Foreign Press Film Critics

The Foreign Language Press Film Critics' Circle has elected the following officers: President, Dr. Manfred George, editor of the German *Aufbau*; vice-president, Victor Shimkin, publisher of the Russian daily *Slovo;* treasurer, Rebecca Issachar, film editor of the Greek daily, *National Herald.* Sigmund Gottlober was re-elected executive secretary for the 11th consecutive year.

Snow Tapers Off Holiday Grosses

Motion picture theatre grosses in the Times Square area, which maintained record-breaking strength during the Christmas-New Year's week, tapered off with the beginning of New York's snow storm Wednesday noon.

The storm eliminated the long lines formed outside such houses as the Radio City Music Hall, the Roxy and Criterion and dampened somewhat the business of New Year's Eve.

Hughes Owns 2,200 RKO Radio Shares

WASHINGTON, Jan. 1.—Despite Howard Hughes's sale of 1,013,420 shares of RKO Pictures common to the Ralph Stolkin group last September, Hughes as of Dec. 12, directly owned 2,200 shares, the Securities and Exchange Commission was informed here.

The SEC was also advised that Noah Dietrich as of Dec. 12, the day Hughes became board chairman of the company and Dietrich a director, owned 1,000 shares. The RKO report covered stock ownership of newly—elected officers and directors of the company for December.

Scenes from 'Above' On Sullivan Show

Scenes from M-G-M's "Above and Beyond" will be featured on Ed Sullivan's television show, "Toast of the Town," on Sunday evening, Jan. 11, following an introduction of Robert Taylor, who stars in the film. The picture will open on Jan. 29 at the Mayfair, New York, and will have many out-of-town openings in January.

The tie-up, according to an M-G-M executive, was made for direct TV promotion of a picture at the time of its national release, and while it is Taylor's first TV appearance, he is being put on the air in keeping with a policy of trying all media for the greatest promotional value.

Paramount Aiding 'Brotherhood Week'

As part of Paramount Pictures' plans to support "Brotherhood Week," (Feb. 15-22), the company has made arrangements to include mention of the event in its trade paper advertisements and is alerting exhibitors, through its field force, to include similar mention of the event in their program advertisements during the week.

Steinberg to Premiere

Herb Steinberg, Paramount publicity manager, and Seymour Morris, advertising-publicity head of Schine Theatres, will leave New York today for Maysville, Ky., where they will arrange for a home-town world premiere for Rosemary Clooney's first motion picture, "The Stars are Singing," at the Russell Theatre.

Film Bids

(*Continued from page* 1)

hibitors' ability to come out with a profit.

While such "wild" bidding still prevails to some extent, the sales chiefs say, the number is dwindling steadily. The tendency now is for an exhibitor to offer a bid in accordance with what he thinks the box-office will produce. There have been instances, it was said, where a distributor has advised an exhibitor against making a certain high bid on the grounds that a profitable return would be almost impossible. However, a bid cannot be legally ignored.

There appears still to be evidence that competing exhibitors in certain areas are "getting together" in deciding product splits and deciding what each will bid for specific pictures, some distributors assert. One executive said he could not state positively that this arrangement existed, but that there was a pattern of bidding in some areas that indicated a possible agreement among the theatres involved.

While bidding is not encouraged by distributors, it has been found that in many cases it is the only method of determining sales under today's selling methods, most sales executives insist.

White Slated for NBC Presidency

Action on the projected resignation of Joseph H. McConnell from the presidency of National Broadcasting is scheduled for today's meeting of the board of directors. The formal resignation is due to be handed to the board today.

Slated to succeed McConnell is Frank H. White, executive vice-president, with Sylvester L. Weaver, now vice-president in charge of radio and television, becoming vice-chairman of the board.

McConnell, it was disclosed, will become president of Colgate-Palmolive-Peet.

UA 16 mm. Plans

(*Continued from page* 1)

Picker said present personnel in the company's branches would handle 16mm. sales until such time as the volume of business requires exclusive representation.

Potential markets in the foreign field, Picker said, are remote mining towns, rubber plantations and industrial factories "off the beaten path."

Neal Signs Reynolds

Stanley Neal, president of Stanley Neal Productions, has signed Quentin Reynolds to do the commentary on the documentary feature, "The Life of Ghandi." They will fly to the Coast on Sunday to complete work on the production. The footage was gathered from Ghandi's early days in South Africa to the time of his death.

'La Ronde' Argument Set for Wednesday

Albany, N. Y., Jan. 1.—The filing of a brief by Dr. Charles A. Brind, Jr., counsel for the Regents, and the fixing of an hour for screening of "La Ronde" in the Court of Appeals were accompanied by an announcement from chief clerk Raymond J. Cannon that the tribunal will hear argument Wednesday on the appeal by Commercial Pictures Corp., American distributor of the French-made film, from the 3-2 decision of the Appellate Division last spring upholding the Regent's refusal to issue a license on the ground the picture is "immoral and would tend to corrupt morals."

$300,000 in 6 Weeks For 'Limelight'

Charles Chaplin's "Limelight" grossed 138,000,000 francs (about $300,000) in the first six weeks of its Paris engagement, sparking a general release of the picture in 25 French cities on Christmas Day, according to Arthur W. Kelly, Chaplin's sales representative in the United States. Kelly said that the picture opened during the holiday season in 35 cities in Italy, a score of spots in the Far East and a dozen cities in South America. "Limelight" also goes into general release in England.

The picture had holiday openings domestically in Boston, Philadelphia, Washington, Miami, Chicago and Baltimore.

NEW YORK THEATRES

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Sees 150-200 New TV Stations in '53

Between 150 and 200 new television stations are expected to go on the air in 1953, bringing approximately 5,000,000 additional families within the TV program service range, according to Frank M. Folsom, president of the Radio Corporation of America. Folsom said that on the basis of this expectation, plus the replacement market, it is believed that the industry will distribute approximately 6,250,000 new television sets this year.

126 TV Stations

(*Continued from page* 1)

the time the freeze was lifted and the end of the year, it authorized 165 new commercial television stations and 10 new educational stations. Six of these were approved yesterday, including the first station to be authorized in Maine.

The six grants yesterday went to companies in Bangor, Me., Festus, Mo., Altoona, Pa., Lakeland, Fla., New London, Conn., and Harrisburg, Pa.

Stations now have been authorized, FCC officials said, for every state but five — Montana, New Hampshire, North Dakota, Vermont and Wyoming. At the close of business yesterday, there were pending 760 applications for new TV stations. Of these, 54 were in various stages of hearing.

6 in Natural Vision

(*Continued from page* 1)

Philadelphia would break house records and top the grosses of strong product in competing theatres. "Bwana" also is playing in Houston, Dallas and San Antonio.

During January and February the picture will play RKO theatres in Cincinnati, Columbus, Cleveland, Pittsburgh, Buffalo, Chicago, Rochester and Syracuse. United Paramount Theatres has booked the film during the same months in Miami, Palm Beach and Chicago.

Columbia Profit

(*Continued from page* 1)

and 14 cents for the respective 1952 and 1951 periods.

The comparative earnings per share of common stock after preferred stock dividends are calculated on the increased amount of common stock which was outstanding on Sept. 27, 1952 when the number outstanding was 670,669; the number of shares outstanding on Sept. 29, 1951 was 654,311.

The income figures were prepared by the company and are subject to final check by its certified public accountants.

Anti-tax Picture

(*Continued from page* 1)

the 20 per cent Federal admission tax.

During his stay Cole will be in conference with R. J. O'Donnell and other industry leaders in connection with the tax campaign.

Film Shares Irregular

(*Continued from page* 1)

outlook for 1953 was favorable, a factor that ordinarily would augur well for the film stocks. But the box-office picture was spotty. At the beginning of the year end for the first six months of 1952 there was a decline in film theatre attendance. Hot weather and the release of some strong attractions brought a noticeable boost in the summer and early fall. Then there was a letdown, ascribed in part to the return to the air after the summer vacation of some of the more popular TV shows and to a surge in public interest to national politics during the Presidential campaign, while, at the same time, fewer outstanding films were in release.

While a part of the investing public felt increasing TV competition threatened lower revenues for theatre companies, another part saw a possibility of long-range benefit to motion picture producers.

The government "freeze" on new TV stations was lifted in May. From then until the end of 1952 the Federal Communications Commission issued licenses for 165 new TV commercial stations, raising the number of authorized stations to 273 or more than 10 per cent of the approximately 2,000 stations planned eventually.

It was argued that while the addition of new stations undoubtedly would affect some box-office receipts of theatres within their transmission range, the development opened new possibilities for increased earnings for companies producing films for TV.

Wall Street, consequently, came around to the opinion that the motion picture industry was in a period of transition which made the eventual outcome unpredictable at present. Traders gauged film stocks more or less on individual company situations.

Among the major producing companies, Paramount Pictures was a strong spot, fluctuating from a high of 30⅞ to a low of 21¼ and snapping back to finish the year at around $29 a share, up more than $3 a share from the end of 1951. The company reported for the nine months ended Sept. 30, 1952, a net income of $5,003,000, compared with $4,384,000 in the corresponding period of 1951. Per share earnings amounted to $2.14, against $1.90. The net included Paramount's interest in the combined, undistributed earnings of partially owned subsidiaries.

Stock of United Paramount Theatres, a company which formerly was the exhibiting division of Paramount Pictures, sold off more than six points below the 1951 close as a result of a drop in net income. But traders withheld an opinion of a future trend because of the fact that the company was undergoing a basic change in view of the projected merger with American Broadcasting Co., which would combine two firmly established units in their respective fields.

RKO Pictures and RKO Theatres stocks were adversely affected by a sharp setback in earnings and the sensational shakeup in the organization and management of the pictures unit. For the nine months ended Sept. 27, 1952, RKO Pictures chalked up a deficit of $4,777,766, compared with a deficit of $145,904 for the nine months ended Sept. 29, 1951. RKO Theatres reported for the 39 weeks ended Sept. 27, 1952, a net income of $623,412, but that compared with a net income of $1,053,844 in the nine months ended Sept. 29, 1951.

Universal Pictures common and preferred were well supported, each closing the year about $2 a share higher, the former rising to around $15 and the latter to above $60 a share. In the nine months ended Aug. 2, 1952, the company earned $1.63 a share on the common, compared with 98 cents a share in the corresponding 1951 period.

Loew's was depressed by somewhat lower earnings in the first half of the year, closing more than four points lower at about $13 a share, compared with a high for the year of more than $18 a share, but it met a steadying demand on the company's proven ability to gauge public preference for high grade productions.

Despite favorable earnings and prospects of more of the same in early 1953, 20th Century-Fox sold off for the year. The company reported for the 39 weeks ended Sept. 27, 1952, a net income of $3,845,946, or $1.39 a share, compared with $2,147,628, or 69 cents a share, in the corresponding period of 1951.

Columbia Pictures, Eastman Kodak, Republic Pictures and Warner Brothers shares were steady and showed no significant change for the year.

Technicolor was a strong feature on the Curb Exchange, rising more than $4 a share during the year to a close of around $26.

AT & T Cost Data

(*Continued from page* 1)

September meeting in Washington between officials of the long-lines company and MPAA and NETTC representatives. Now the A. T. & T. spokesman rules out the possibility that any information would be submitted before the Jan. 12 date, although he claimed that A. T. & T. representatives were at work gathering the data.

The cost information sought by the industry concerns the setting up and maintenance of a theatre television transmission system serving cities throughout the country. The desire by the industry to obtain such information as early as possible stems from the need for study ond comparison of the data gathered by the industry's own engineers. Previously, the industry rejected as "unsatisfactory" cost data submitted by A. T. & T., which was not based on the 10 megacycle transmission requirements of the industry.

Allied Committee

(*Continued from page* 1)

special meeting of its national film committee to be held in conjunction with the winter board meeting in New Orleans on Jan. 12-13. This committee was set up to activate Allied's statement of policy in regard to film rentals and methods of combatting terms considered to be excessive. The group consists of Yamins, chairman; Wilbur Snaper, co-ordinator; Cole, Berger, Rembusch, Dolinger and Myers.

National Pre-Selling

"THE MOVIES Zoom Ahead for 1953" is the title which the *New York Mirror* gave to its 20-page isue of the *Sunday Mirror Magazine* of Dec. 20. The entire full-color issue is devoted to motion pictures. Full-color and black-and-white ads appear in the issue for "Hans Christian Andersen," "Come Back, Little Sheba," "Blackbeard the Pirate," "April in Paris," "The Bad and the Beautiful" and a number of 20th Century-Fox and Republic productions.

•

Walt Disney's "Peter Pan" receives an accolade from Ruth Harbert in the current issue of *Good Housekeeping*. Among other things, she says: "In the cartoon medium no fantasy is too difficult to portray. Peter and all of the characters are freed from earthbound restraint and fly in a very natural manner."

•

A full-color ad for "Road to Bali," starring Bing Crosby, Bob Hope and Dorothy Lamour, appears up front in the current issue of Life.

•

The editorial page of the Dec. 20 issue of *Collier's* magazine, which features a unique plug for Samuel Goldwyn's "Hans Christian Andersen," along with a tribute to the motion picture industry, has been mailed to exhibitors throughout the country by RKO Radio which is distributing the color in Technicolor picture. In an accompanying letter, James A. Mulvey, president of Samuel Goldwyn Productions, wrote: "I am sure the attached editorial will be of interest to you and your associates. Aside from its reference to 'Hans Christian Andersen,' I consider it an important expression of interest and faith in the industry at large by one of the nation's leading magazines."

•

A four-color portrait of Jane Powell, currently co-starring in M-G-M's "Small Town Girl," appears on the second cover of *Woman's Home Companion* for January. The portrait is part of an advertisement placed by Lustre-Creme Shampoo. On the index page of the same issue is a one-quarter page ad for "The Bad and the Beautiful," starring Lana Turner, Kirk Douglas and Walter Pidgeon.

•

In the January issue of *Cosmopolitan* five pictures receive "movie citations." They are Goldwyn's "Hans Christian Andersen," M-G-M's "Lili," Universal-International's "Mississippi Gambler," Paramount's "The Stooge" and 20th Century-Fox's "Stars and Stripes Forever." Also in this issue is a full-page ad on "April in Paris" and a one-half page in full color on "Hans Christian Andersen."

•

"Six Slips That Spoil the Picture" is the title of a story told in photos appearing in the January issue of *McCall's*. Rosalind Russell is the star of the story in which she shows how a hostess can drive her company frantic in six easy lessons. Miss Russell's latest picture is RKO Radio's "Never Wave at A WAC."

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Anniversary Drive Picture ...

Universal International

'Coming of Age' of 16mm. Films Cited

Rochester, N. Y., Jan. 1.—The "coming of age" of 16mm. sound films in the United States was cited by W. B. Potter, director of advertising for Eastman Kodak.

Potter said there were only about 25,000 16mm. projectors before the war, compared to nearly 400,000 now in use.

Pittsburgh Grosses Aided by Weather

PITTSBURG, Jan. 1.—With excellent holiday weather conditions prevailing, four of Pittsburgh's downtown theatres got back into the big money for the first time in many months.

The Stanley Theatre, recently taken over by Si Fabian, had "The Hour of 13" on its screen with Billy Eckstine returning to his home town for a holiday engagement. The lines were blocks long and it is expected that $35,000 will be bettered since Eckstine did a New Year's Eve midnight show.

"April in Paris" also had the standing-room sign out in the 2,000-seat Warner Theatre and it expects to gross $17,000, which is excellent for a house with a $7,000 average.

Loew's Penn bettered its average of $15,000 with "The Clown" and it should gross an approximate $16,500.

The Fulton Theatre with "The Lure of the Wilderness" on its screen did not fare well nor did "The I Don't Care Girl" at the J. P. Harris. It seems that they got the overflow from the other houses that were doing well.

New Orleans Bright

NEW ORLEANS, Jan. 1.—Theatre business in the New Orleans area was exceptionally good starting with Christmas Day. Manager Ross McCausland of the RKO Orpheum reported an increase over last year's Yuletide season. Ernest MacKenna, of the Joy Theatre, and Loew's State manager Rodney Toups say that revenue since Christmas Day far surpassed that of last year's holiday grosses. E. G. Perry, managing director of Pittman Theatres, reports that the increase is very noticeable not only in its New Orleans neighborhood theatres, but also in its theatres in the territory.

Isadore Lazarus, Lazarus Theatres, said that business is good not only at its in-town Center, but at its neighborhood theatres as well. John and Julian Richards of Slidell Theatres, said that they are very well pleased with business at their New Orleans' Tudor and Globe.

Upturn in Charlotte

CHARLOTTE, Jan. 1.—Theatre business showed a sharp upturn here to push box office figures sharply forward for the holiday week. Circuits maintaining headquarters here said reports were still coming in and complete ones had not been obtained. But they emphasized busines was good.

Executives declined to list figures, but one manager said his business was up 20 per cent.

St. Louis Tops Average

ST. LOUIS, Jan. 1.—In the opinion of theatre men here, motion picture business is definitely up over the normal holiday week average. Russ Bovim, manager of Loew's State, said that Red Skelton's "The Clown" has been the big reason for the "terrific" business at that downtown house since the MGM picture opened. Bovim looks for more of the same with the New Year's opening of "Million Dollar Mermaid."

Edward B. Arthur, president of the St. Louis Amusement Co. and general manager for Fanchon and Marco, says grosses at four first-run houses is "better than average." "Stars and Stripes Forever" "The I Don't Care Girl" and "Flat Top" are drawing well. "Limelight" is also doing good business.

Reviews

"The Star"

(20th Century-Fox) *Hollywood, Jan. 1*

EXPERT blending of star and story has resulted in a production that presents Hollywood in a more accurate and honest light than most other pictures dealing with the film capital. Bette Davis was the perfect choice for the title role. The ingredients should add up to big box-office business.

"The Star" is a Hollywood story. As such, producer Bert E. Friedlob's representation of the so-called "land of make-believe" is happily free of the phony overtones which most producers of pictures about Hollywood have felt compelled to include. An original screenplay by Katherine Albert and Dale Eunson, the story of "The Star" is brought out to its full value by Stuart Heisler's expert direction.

Miss Davis plays an Academy Award-winning star whose last three pictures, produced with her own money, have failed financially, leaving her broke and jobless. In a rebellion against the advice of her agent and the bad treatment of her sister, Miss Davis goes on a drunken spree with her Oscar statuette and winds up in jail. She is bailed out by a former actor, Sterling Hayden, who tries to persuade her to give up her career, a career that long since had deserted her. She refuses to concede, but after a series of ill-fated incidents, she reconciles herself to the truth. Hayden's performance is played with appropriate restraint.

Others in the cast are Natalie Wood, Warner Anderson, Minor Watson, June Travis, Katherine Warren, Kay Riehl, Barbara Lawrence, Fay Baker, Barbara Woodel, David Alpert and Paul Frees.

Running time, 90 minutes. General audience classification. Release date, not set.

"Rogue's March"

(Metro-Goldwyn-Mayer)

AN excellent vein of humor runs through this adventure drama, setting it apart from the conventional film. The story framework finds Peter Lawford as a captain in the Royal Midland Fusileers who is innocently caught in the web of an alien espionage plot and finds himself thrown into jail on the eve of his regiment's departure from India.

Lawford is a gay, easy-going sort of chap, but the impending court martial ruffles him somewhat. For one thing it upsets his plans to marry pretty Janice Rule. Another consideration is the fact that Lawford's friendly rival for Miss Rule's affection, Richard Greene, is now in a better romantic position. The story wavers between seriousness and comedy and does it with enjoyable success, thanks to the delicate, adroit direction of Allan Davis.

Discharged from the service, Lawford becomes a disgrace to the military tradition of his family. He decides to clear his name and begins by anonymously enlisting in the service as a private again. A series of adventures ensue, culminating in his being sent to India. Here a string of heroic feats clears his name and results in his being welcomed back into the military status he deserves.

Battle sequences, photographed at Khyber Pass, India, are briskly and excitingly executed and pictorially refreshing. Several clever little cinematic touches throughout add further charm to Leon Gordon's production. Gordon also did the screenplay.

Others in the cast include Leo G. Carroll, John Abbott, Patrick Aherne, John Dodsworth and Herbert Deans.

Running time, 71 minutes. General audience classification. For March release.

Legion of Decency Puts 4 in Class B

This week's Legion of Decency report places four films in Class B, five films in Class A-I and eight in Class A-II.

The Class B films are: "The Clown," M-G-M; "The I Don't Care Girl," 20th Century-Fox; "Mississippi Gambler," Universal, and "Never Wave at a WAC," RKO Radio.

Crosby Firm Shows New TV Process

HOLLYWOOD, Jan. 1.—The video tape recording system developed by Bing Crosby Enterprises' engineers, and first demonstrated a year ago, was again demonstrated to the press in what was called an "interim report," with witnesses pronouncing the improvement substantial. Engineers in charge predicted that the mechanism for use in the home-television field will be ready for commercial production early in 1954, but did not go into the system's potentialities for use in the motion picture theatre field.

The process, which presently utilizes an inch-wide magnetic tape travelling 100 inches per second to electronically record both audio and video directly from a standard receiving set, and later on will use a half-inch tape, still has what engineers called "bugs" in it but they said the means for overcoming these obstacles are known and require only time. So far BCE has discussed the system only in its relation to television use.

Name Mayers NTFC Head

Arche Mayers, president of Unity Television, was elected president of the National Television Film Council at the annual luncheon-meeting held here at the Warwick Hotel. Mayers, who formerly was chairman of the board, was elected along with a new slate of officers and a new board of directors.

Sally Perle of the Mesal Organization, who last year was secretary, was elected vice-president, with William Van Praag, president of Van Praag Productions, moving into the secretarial post. Waldo Mayo, president of Mayo Productions, was elected treasurer.

New Board

The new board consists of Mel Gold, founder of the NTFC and president for three terms; William Holland, president of Hyperion Films; Henry Brown, president of Atlas Television Corp.; Sidney Mayers, attorney; David Savage, film buyer for Station WCBS; Lou Feldman, sales manager of Tri-Art Color Corp.; Frank Bibas, director of the motion picture department of McCann-Erickson; Dr. Alfred Goldsmith, chief consultant for RCA; Andrew Jaeger vice-president of P-S-I Productions; William Reddick, technical representative for William German, and David Bader, of *TV Film World.*

A speaker at the meeting was Herbert Golden of Bankers Trust Co. who explained the financing of production and distribution of films for television.

Stage Show at Six Skouras Theatres

George Bernard Shaw's "Pygmalion," as staged by Eddie Dowling with the Dublin Players, will be presented on the stages of six Skouras theatres around the New York Metropolitan area.

Starting Monday, Jan. 12, there will be a one-night performance at the Cove Theatre, Glen Cove, L.I.; Tuesday, Jan. 13, at the Boulevard Theatre, Jackson Heights, L.I.; Wednesday, Jan 14, at the Plaza Theatre, Englewood, N. J.; Thursday, Jan. 15, at the Park Plaza, Bronx; Friday, Jan. 16, at the Lafayette, Suffern, N.Y.; and Thursday, Jan. 22, at the Capitol, Port Chester, N.Y. The presentations will all be at popular prices.

RKO Circuit in New Spot Deal with NBC

A new contract for television and radio spots has been signed with WNBT-WNBC for RKO Theatres in Metropolitan New York, according to Harry Mandel, national director of advertising-publicity for the circuit.

This will mark the beginning of the third year in which RKO Theatres in New York and NBC's flagship station have had a joint agreement. The deal will run for 13 weeks. One minute spots are scheduled for radio, while television has 10 and 20 second and one minute spots.

Team Has London Date

Dean Martin and Jerry Lewis will play a two-week engagement at the Palladium Theatre in London, beginning June 15.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 2 NEW YORK, U. S. A., MONDAY, JANUARY 5, 1953 TEN CENTS

Tradewise . . .

By SHERWIN KANE

LAST week's development in Los Angeles Federal court gives assurance to the industry that the new Republican Administration's Attorney General will have an opportunity to give the U. S. suit to force the sale of 16mm. films to television and other non-theatrical users careful scrutiny before it goes to trial.

The petitions of the defendant film companies for clarification of the government's complaint in the 16mm. suit were granted in large measure by the Los Angeles Federal court. The Justice Department was given 30 days in which to file an amended complaint and the defendant companies were given 30 days thereafter in which to answer.

Thus, a new delay of two months in the pre-trial maneuvering results, continuing the 16mm. action in its preliminary status until at least March 2. With the new Administration taking over in Washington in a fortnight, there is ample opportunity for the industry to see to it that the 16mm. action is among those which the new At-

(Continued on page 2)

WB Gets 6-Month Extension of Divestiture Date

WASHINGTON, Jan. 4.—The Justice Department has agreed to a six-months extension, until July 4, of the deadline for Warner Brothers to divest some 20 theatres required to be disposed under the consent decree and are still unsold.

The decree required the divestiture of 54 theatres, half by Jan. 4, 1952, and the other half by Jan. 4, 1953. Warner got a six months extension on the deadline for disposing of the first half and met that deadline in

(Continued on page 2)

WTO Would Meet on Arbitration Again

SAN FRANCISCO, Jan. 4.—Western Theatre Owners, which has rejected the distributors' proposed arbitration draft, approves the principle of both arbitration and conciliation and, therefore, "is willing to attend further conferences in an effort to iron out differences" over the distributors' draft, H. V. Harvey, former WTO presi-

(Continued on page 2)

FOR THE RECORD

Motion Picture Daily Presents The Box Office Hits of 1952

AFRICAN QUEEN (UNITED ARTISTS)
BEND OF THE RIVER (UNIVERSAL-INTERNATIONAL)
GREATEST SHOW ON EARTH (PARAMOUNT)
HIGH NOON (UNITED ARTISTS)
IVANHOE (METRO-GOLDWYN-MAYER)
QUIET MAN (REPUBLIC)
QUO VADIS (METRO-GOLDWYN-MAYER)
SAILOR BEWARE (PARAMOUNT)
SINGIN' IN THE RAIN (METRO-GOLDWYN-MAYER)
SNOWS OF KILIMANJARO (20th-FOX)
STREETCAR NAMED DESIRE (WARNER BROTHERS)
WITH A SONG IN MY HEART (20th-FOX)

[The pictures above are listed alphabetically by title]

"The Jazz Singer"

[Warner Brothers] *Hollywood, Jan. 4*

A GOOD MANY CIRCUMSTANCES apart from the picture itself foretell a busy box-office for this second Warner Brothers production of Samson Raphaelson's stage play of like title. Most important of these is the fact that a great new generation has risen up and largely taken over the buying of admission tickets since the first Warner production of the property in 1927. Most of the millions of members of this great new generation know about "The Jazz Singer" as one of the great landmarks in motion picture history, and in the career of the late, great Al Jolson who starred in it, due to the frequent recent references in many connections to the picture's influence upon the course of the art and industry. This big new generation stacks up as a ready-made public for the picture, unspoiled by familiarity with its story and favorably disposed toward the title by reason of its many-sided associations. Few features come to market so thoroughly pre-sold to the most responsive segment of the buying public.

As if with this new generation foremost in mind, the Warners have given the Jolson job to Danny Thomas, a rising young entertainer who

(Continued on page 11)

Holiday Pace Keeps Up at the Weekend

Broadway theatre business kept up its pace over the weekend as the Christmas-New Year's holiday period came to a close. With children returning to school today after a vacation, parents and offsprings had a final fling at the midtown theatres, packing most of the houses and substantially filling the others. The only off day at some spots during the holiday week was

(Continued on page 11)

Webster Is Named Midwest Sales Head

Paul Webster has been named sales manager of Republic Pictures' Midwestern district, by James R. Grainger, executive vice-president and director of sales. The past is a new one.

Webster, formerly Des Moines branch manager, will handle the following branches: Chicago, Milwaukee, Minneapolis, Kansas City, Omaha, Des Moines and St. Louis. He will headquarter at the home office.

Congress Gets Bill to Kill Admission Tax

Rep. Dingell Hoppers Measure for Full Repeal

WASHINGTON, Jan. 4.—Representative Dingell (D., Mich.) told the opening session of Congress that film exhibitors "desperately need relief from this progressive, oppressive and discriminatory" 20 per cent admission tax.

Dingell, a member of the tax-writing House Ways and Means Committee, yesterday introduced a bill to repeal completely the Federal ticket tax, and said he would try to get the Committee to hold early hearings on the measure "in order to bring about total relief to a long suffering industry."

Previously the Michigan Democrat had indicated he would seek to cut

(Continued on page 11)

Tobey Favors Film Probe Continuance By Senate Group

WASHINGTON, Jan. 4.—Senator Tobey (R.,N.H.) said he "rather thought" he would exercise his seniority rights to be the new chairman of the Senate Small Business Committee, and that if he does become chairman, he will "very definitely" favor continuing the Committee's investigation of the film industry.

Tobey has been the top-ranking Republican on the Committee for the last four years. However, he is also in line to be chairman of the Senate

(Continued on page 11)

More Than 100 At Dinner for Skouras

More than 100 executives representing all branches of the motion picture industry will give a "welcome home" dinner tomorrow night in honor of Spyros P. Skouras, president of 20th Century-Fox, at the Metropolitan Club here.

It is expected that Skouras will discuss various aspects of his recent 10-week trip covering 75,000 miles dur-

(Continued on page 2)

Personal Mention

CLAY V. HAKE, Paramount's manager in Australia and New Zealand, who has been in New York for the last two months, left here by train over the weekend for the Coast and will fly from there to Sydney.

•

WILLIAM E. FLANNERY, RKO Radio art director, has announced his marriage on Nov. 25 to Lt. Colonel Ruby E. Herman of the WAC.

•

MARTIN DAVIS, assistant to DAVID GOLDING, advertising-publicity director of Samuel Goldwyn Productions, will leave here for Philadelphia today.

•

DAVID LEWIS, Loew's International Corp. regional director for Continental Europe, will leave here tomorrow for the Coast.

•

HERB STEINBERG, Paramount publicity manager, returned to New York over the weekend from Kentucky.

More Than 100

(*Continued from page* 1)

ing which he visited more than 22 countries.

Among those due to attend are: Edwin Aaron, Jack Alicoate, Richard Altschuler, Robert Benjamin, Joseph Bernard, Harry Brandt, William Brandt, Leo Brecher, Ben W. Cohen, Max Cohen, Tom Connors, Robert Coyne, Frank Damis, Ned Depinet, George Dembow, Richard Dickson, Abe Dickstein, Irving Dollinger, Oscar Doob, Russell V. Downing, W. J. Eadie, Charles Einfeld, Edward Fabian, Simon Fabian, Charles Feldman, C. Russell Feldmann, Roger Ferri, Alan Freedman, Emanuel Frisch, Leopold Friedman, William C. Gehring, Leonard H. Goldenson, Abe Goodman, E. C. Grainger, Donald Henderson, Ralph Hetzel, Walter Higgins, William W. Howard.

Also, Lem Jones, Harry Kalmine, Dave Katz, Arthur Knorr, Otto Koegel, Arthur Krim, Abe Lastfogel, Martin Levine, Al Lichtman, E. M. Loew, Joseph McConville, E. H. McFarland, Arthur Mayer, W. C. Michel, Maurice Miller, Robert Mochrie, Abe Montague, Charles Moskowitz, Joseph Moskowitz, Martin Moskowitz, James A. Mulvey, John Murphy, Tony Muto, Arnold Picker, Eugene Picker, Hermann G. Place, Martin Quigley, Charles Reagan, Edmund Reek, Harold Rinzler, Sam Rinzler, Herman Robbins, Oren Root, Samuel Rosen.

Also, Montague Salmon, George Schaefer, Nicholas M. Schenck, Charles Schlaifer, Abe Schneider, Fred Schwartz, Sol Schwartz, Vic Sedlow, Gerald Shea, Arthur Silverstone, Emanuel Silverstone, Murray Silverstone, George P. Skouras, Plato Skouras, Spyros S. Skouras, Wilbur Snaper, Eddie Solomon, Earl Sponable, Edward Sullivan, R. B. Tompkins, Joseph Vogel, Richard Walsh, Mo Wax, Milton Weisman, William Weiss, Robert Weitman, William White, Douglas T. Yates, Max Youngstein.

Top Stars, Old and New, to Entertain at Zukor Banquet

HOLLYWOOD, Jan. 4.—The "Famous Players" slogan which for many years graced the Adolph Zukor trade mark has been brought to life again in the person of the all-star names which have been assembled under the direction of Rouben Mamoulian to appear and entertain at the Adolph Zukor 80th birthday celebration at the Hollywood Palladium Wednesday night, on the film pioneer's birthday.

Bob Hope will preside as master-of-ceremonies, Mamoulian revealed, and will have with him, Dean Martin and Jerry Lewis, Marge and Gower Champion, Jane Powell, Howard Keel, Rosemary Clooney, Nelson Eddy, Donald Duck in the person of Clarence Nash, Mary Pickford, William (Hopalong Cassidy) Boyd and his horse. In addition, there will also be a group of "film greats" such as Janet Gaynor, Charles Farrell, Theda Bara, William Farnum, Mae Murray and others who will participate in the entertainment program of the program.

The celebration, which is sponsored by the Variety Clubs International, will be presided over by Robert J. O'Donnell, as toastmaster, and tributes to Zukor's career and achievements will be extended by Governor Earl Warren, Mayor Fletcher Bowron, Cecil B. DeMille, Jesse Lasky, and others.

Para. Executives Leave For Zukor Celebration

The Adolph Zukor birthday banquet in Hollywood Wednesday night will be represented by a large home office contingent, headed by Paramount president Barney Balaban, who will leave from Washington today for the Coast. Among those who left New York for Hollywood over the weekend were A. W. Schwalberg, president of Paramount Distributing Corp.; E. K. (Ted) O'Shea, vice-president; George Weltner, president of Paramount International, and Russell Holman, head of Eastern production.

Scheduled to leave by plane tomorrow are Paul Raibourn, president of Paramount Television Productions, and Austin C. Keough, vice-president and general counsel of Paramount Pictures. Louis Novins, assistant to Balaban, will fly out Wednesday.

Golding to Chicago

David Golding, advertising-publicity director of Samuel Goldwyn Productions, and Leon Brandt, exploitation manager for RKO Radio, left New York over the weekend for Chicago where they will set plans for the opening of "Hans Christian Andersen" at the Oriental Theatre on Feb. 11.

WB Divestiture

(*Continued from page* 1)

July, 1952. The deadline for the remaining half was today. Warner asked for an extension of this one, too, and the Department has agreed. Justice officials said they understood the company still had not sold more than 20 of the 27 theatres in the second half.

American Pictures To Make 6 in 1953

HOLLYWOOD, Jan. 4.—American Pictures Corp. plans to triple its producing schedule for 1953 by making a total of six films at a total cost of $3,500,000, according to an announcement by Albert Zugsmith, president of the company.

Four of the pictures will be made in color and at least one of the four in the new Pathecolor process. First of the sextet will be "Female of the Species," starring Ann Sheridan and directed by Alfred E. Green. Production will start as soon as Green finishes directing "The Eddie Cantor Story" at Warner Brothers.

Second picture planned is "Space Girls," starring Charles Chaplin, Jr. Third is "Conquest and Desire" to be filmed in Spain with color in Technicolor. The remaining pictures are "Girls of the South Pacific," "Occupied America" and Robert Smith's "Salt River" in color.

Crouse Suit Is Settled Out of Court

MINNEAPOLIS, Jan. 4.—Suit of William (Bill) Crouse of Eveleth, Minn., charging eight major film companies and the Minnesota Amusement Co. and its predecessor, Publix Northwest Theatres, with conspiracy in granting clearance benefits to circuit theatres at Virginia, Minn., over Crouse-operated theatres at Eveleth, has been settled out of court.

AA Nov. Billings Were Up $200,000

Allied Artists' billings for November approximate $200,000 more than those for the corresponding period in 1951, M. R. Goldstein, vice-president and general sales manager, discloses.

November was the "Goldstein Month" in a 13-week sales campaign which will be concluded at the end of January.

WTO Would Meet

(*Continued from page* 1)

dent, states in the organization's monthly bulletin.

"If distribution still wants arbitration," Harvey writes in the bulletin, "then let them go back to the April ormat, keep their word and approve it. It is no wonder exhibitor associations get sick at the mere mention of the word 'cooperation,' for here is another example of distribution double-talk—eight months of wasted effort."

Harvey said that a study of the distributors' draft left him with the impression that distribution does not want an arbitration system now. "I feel that merely to save face they submitted a plan which is all in their favor and they want it legalized—another take it or leave it deal."

Hint New Delay in RKO Hearing

There was some indication at the weekend that there may be another postponement of the hearing, scheduled for today in New York Supreme Court, on a minority stockholders' suit for a court-appointed receiver for RKO Pictures. At the weekend the hearing was still slated to start at 10 o'clock this morning, but it was learned that a petition may be submitted asking for another delay.

Previous postponements have been granted because of more time needed by plaintiff and company lawyers to study affidavits.

Tradewise . . .

(*Continued from page* 1)

torney General is sure to examine with a view to deciding whether they are realistically conceived, or whether they should be abandoned because they serve no meritorious or urgently needed purpose.

Most neutral observers, including some of the nation's leading newspaper and magazine editorial writers, are convinced the Federal 16mm. suit is one of those futile harassments of industry which have characterized the outgoing Administration's Justice Department activities for so long.

It is not too much to hope that the new Attorney General will feel the same about that suit once he realizes its implications.

• •

The increasing opportunities for advertising and publicizing motion pictures which are afforded by television are being demonstrated with increasing frequency. The recent use of the rival medium by Charles Einfeld to carry pictures of the gala Roxy Theatre premiere here of "The Stars and Stripes Forever" throughout the land, revealed still another facet of television's value as another arm for the promotion and exploitation of motion pictures.

The showmanly premiere activities were telecast nationally by the American Broadcasting Co. TV network, including the largest key cities where the picture was opened during the holidays. Repeat telecasts were arranged for other keys.

The coverage and the results demonstrate that television is an effective new salesman of films when placed in the hands of the experienced exploiteer.

Arthur Forde, Veteran

LOS ANGELES, Jan. 4. — Arthur Forde, casting director and business manager at early film studios, died here on Tuesday at the age of 81.

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20th Century-Fox

has invested

$100,000,000

in your

immediate

future!



Sensation Of The Industry!

Ernest Hemingway's

"THE SNOWS OF KILIMANJARO"

Technicolor

starring

Gregory Peck

Susan Hayward · Ava Gardner

Produced by Dorryl F. Zanuck

Directed by Henry King



Super-Tension!

"THE STEEL TRAP"

starring

Joseph Cotten and Teresa Wright

Written & Directed by Andrew Stone

A Bert E. Friedlob Production

Released by 20th Century-Fox



The Fabulous Guys And Their Gals!

Damon Runyon's

"BLOODHOUNDS OF BROADWAY"

Technicolor

starring

Mitzi Gaynor · Scott Brady

Produced by George Jessel

Directed by Harmon Jones



The High-Water Mark In Suspense!

"NIAGARA"

Technicolor

starring

Marilyn Monroe · Joseph Cotten

Jean Peters

Produced by Charles Brockett

Directed by Henry Hothoway



The Big Musical About The Bad Girl Of Show Business!

"THE I DON'T CARE GIRL"

Technicolor

starring Mitzi Gaynor

David Wayne

Oscar Levant

Produced by George Jessel

Directed by Lloyd Bacon



3 Years In The Making! Tens Of Thousands In The Cast!

"THE THIEF OF VENICE"

starring

Maria Montez

Paul Christian

A Robert Hoggiog Production

Released by 20th Century-Fox



The Box-Office Lift Of Your Life!

"TAXI"

starring

Dan Dailey

Constance Smith

Produced by Samuel G. Engel

Directed by Gregory Ratoff



The Last Flaming Days Of The Cree Rebellion!

"PONY SOLDIER"

Technicolor

starring

Tyrone Power

with Cameron Mitchell and Thomas Gomez

Produced by Samuel G. Engel

Directed by Joseph M. Newman



SUSAN HAYWARD

CHARLTON HESTON

in IRVING STONE'S Best-Seller

"THE PRESIDENT'S LADY"

with FAY BAINTER

Produced by SOL C. SIEGEL

Directed by HENRY LEVIN

From the Novel by Irving Stone



The Celebrated Collier Magazine Story!

"DESTINATION GOBI"

Technicolor

starring

RICHARD WIDMARK

DON TAYLOR

Produced by Stanley Rubin

Directed by Robert Wise



RICHARD BURTON in

"THE DESERT RATS"

co-starring JAMES MASON *As Rommel*

ROBERT NEWTON

Produced by Robert Jacks • Directed by Robert Wise



You'll Be Delighted To meet...

"THE GIRL NEXT DOOR"

Technicolor

starring Dan Dailey · June Haver

Dennis Day

Produced by Robert Bassler

Directed by Richard Sale



The Greatest Musical Show On Earth!

John Philip Sousa's

"STARS AND STRIPES FOREVER"

Technicolor

starring

CLIFTON WEBB · DEBRA PAGET · ROBERT WAGNER

Ruth Hussey

Produced by Lamor Trotti

Directed by Henry Koster



The All-Time, All-Star Musical Smash!

Irving Berlin's

"CALL ME MADAM"

Technicolor

starring Ethel Merman · Donald O'Connor

Vera-Ellen · George Sanders

Music and Lyrics by Irving Berlin

Produced by Sol C. Siegel

Directed by Walter Lang



Over 31,000,000 Readers Are Waiting To See

OLIVIA de HAVILLAND

in Daphne du Maurier's

"MY COUSIN RACHEL"

with

RICHARD BURTON

Produced by Nunnally Johnson

Directed by Henry Koster



World Premiere Soon... Radio City Music Hall

"TONIGHT WE SING"

Technicolor

starring EZIO PINZA · ROBERTA PETERS

TAMARA TOUMANOVA

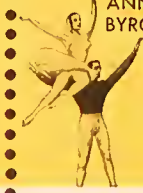
ANNE BANCROFT · ISAC STERN

BYRON PALMER · The Voice of JAN PEERCE

DAVID WAYNE

Produced by George Jessel

Directed by Mitchell Leisen



The Musical That's Bustin' Out All Over!

"THE FARMER TAKES A WIFE"

Technicolor

starring

BETTY GRABLE · DALE ROBERTSON

Thelma Ritter · John Carroll

Produced by Frank P. Rosenberg

Directed by Henry Levin

From the Stage Play by Frank B. Elser and Marc Connelly

Based on the Novel "Rome Haul" by Walter D. Edmonds



The Strangest Adventure The Screen Has Ever Seen!

"TREASURE OF THE GOLDEN CONDOR"

Technicolor

starring Cornel Wilde

Constance Smith

Produced by Jules Buck

Directed by Delmer Daves

Based on a Novel by Edison Marshall



The Glory And The Fury Of The West!

"THE SILVER WHIP"

starring

Dale Robertson

Rory Calhoun

Robert Wagner

Produced by

Robert Bassler and Michael Abel

Directed by Harmon Jones



Her Greatest Smash Since "Duel In The Sun"!

JENNIFER JONES

CHARLTON HESTON

KARL MALDEN

in

"RUBY GENTRY"

Directed by King Vidor

A Bernhard-Vidor Presentation

Released by 20th Century-Fox



BETTE DAVIS

Brings A Woman's Heart And Soul To

"THE STAR"

co-starring

STERLING HAYDEN

Produced by Bert E. Friedlab

Directed by Stuart Heisler

A Bert E. Friedlab Production

Released through 20th Century-Fox



Timely... Taut... And Packed With TNT!

"MAN ON A TIGHTROPE"

starring

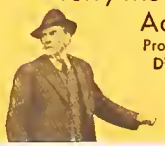
Fredric March · Gloria Grahame

Terry Moore · Cameron Mitchell

Adolphe Menjou

Produced by Robert Jocks

Directed by Elio Kozon



It Will Steal Your Heart!

"MY PAL GUS"

starring

Richard Widmark

Joanne Dru

Audrey Totter

George *(Foghorn)* Winslow

Produced by Stanley Rubin

Directed by Robert Parrish



The Screen's Big Tropical Musical!

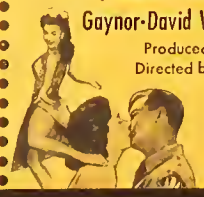
"DOWN AMONG THE SHELTERING PALMS"

Technicolor

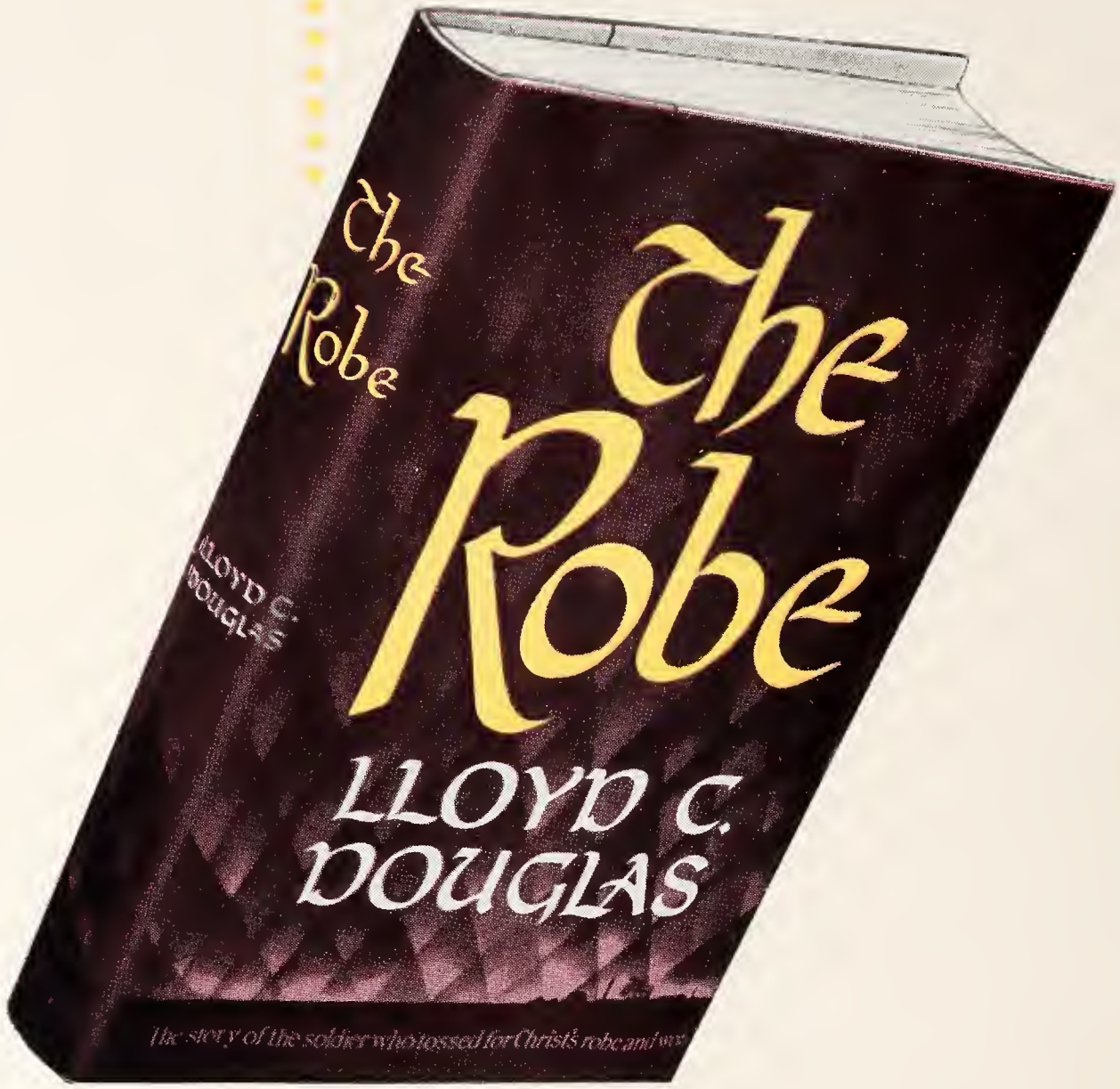
starring William Lundigan · Jane Greer · Mitzi Gaynor · David Wayne · Gloria De Haven

Produced by Fred Kohlmar

Directed by Edmund Goulding



...and watch for...



Produced by
FRANK ROSS
Directed by
HENRY KOSTER
Screenplay by
PHILIP DUNNE

now in production
color by Technicolor

IT WILL BE THE GREATEST BOXOFFICE ATTRACTION OF ALL TIME!



There's No Business Like 20th Century-Fox Business!

PRINTED IN U.S.A.

Rotus Harvey Hits Current Film Ads

San Francisco, Jan. 4.—Current film advertising, including press books, accessories, trailers and other material is scored sharply by H. V. Harvey, former president of Western Theatre Owners, in the organization's bulletin now in circulation.

"What has happened to the producers' advertising and publicity departments?" Harvey asks. "In all my years in show business I have never seen such poor material as is currently coming out of Hollywood." Some of the material, he contends, is adversely affecting the box-office.

'Jazz Singer' Hits Records in Miami

MIAMI, Jan. 4.—The dual engagement of Warner Brothers' "The Jazz Singer" at the Paramount Theatre here and the Beach Theatre at Miami Beach, is breaking house records, the managements reported. The picture began indefinite runs after midnight premieres New Year's Eve.

The first day of the engagement at the Beach set a new mark for an opening day, grossing $5,080, following the two after-midnight shows which took in $2,785. A five-year record was set for the opening day at the Paramount where the gross was $4,165. The New Year's Eve gross was $2,043.

Bond Stores Selling "Jazz" Tickets Here

Tickets for the formal premiere of "The Jazz Singer" here on Jan. 13 are being sold by the Bond Clothing stores in the Metropolitan area. Seats for the premiere, which will be held at the Paramount Theatre for the benefit of the National Foundation for Infantile Paralysis, are being sold at a scale ranging up to $100 each.

Tobey Favors Probe

(*Continued from page* 1)

Commerce Committee, and there had been talk that he would waive his right to the Small Business post, permitting it to go to Senator Thye (R.,Minn.). On returning to Washington Friday, Tobey indicated his present feeling is to take both Committee chairmanships.

The Small Business Committee must be authorized again by the new Congress. It is not a standing Senate committee, but rather a special one, and as such must be recreated in each Congress. There is always a fight to block such a move, but the Small Business Committee usually wins a new lease on life. During the last Congress, it started an inquiry on the effect of distributor trade practices on small exhibitors.

Tobey said he did not know yet whether, as chairman of the Commerce Committee, he would order an investigation of the Federal Communications Commission. While abroad recently, he sent the FCC a letter sharply criticizing a hearing examiner's recommendation that the proposed merger between American Broadcasting Co. and United Paramount Theatres be approved.

"The Jazz Singer"

(*Continued from page* 1)

made the "Top Ten" in Quigley Publications' 1952 "Stars-of-Tomorrow" poll, and the opposite spot to Peggy Lee, whose career in records and radio have won her quite a following; and who looks well in Technicolor. These names on a marquee may mean much more to the junior generation of ticket-buyers than to the senior generation of exhibitors who were on deck for the Jolson version, but that's show business.

The story is not substantially different from the original. In it Thomas is the son of a cantor who has groomed him to take his place in the synagogue when he retires, as he and six cantors' sons before him have done. But Thomas aspires to a career in show business instead, and is encouraged in that direction by Miss Lee, a singing star, and by his mother. The father-son relationship is alternately strained and eased during the course of the story, several emotional scenes of dramatic intensity accompanying the plot development, which ends with the father agreeing with the son on the point that a parent shouldn't choose a child's profession for him.

Others in the balanced cast are Mildred Dunnock, Eduard Franz, Tom Tully, Alex Gerry, Allyn Joslyn, Harold Gordon, Hal Ross, Justin Smith, Anitra Stevens.

Three new songs by Sammy Fein and Jerry Seelen, one by Miss Lee, and several standards by Cole Porter and others are used in the picture, sung variously by Thomas and Miss Lee, and to these the great sacred music of the temple furnishes impressive contrast.

Michael Curtiz directed with his usual fine touch the production by Louis F. Edelman. The screen play is by Frank Davis, Leonard Stern and Lewis Meltzer.

Running time, 106 minutes. General audience classification. Release date, not set.

Holiday Pace

(*Continued from page* 1)

New Year's Eve.

Lines at Radio City Music Hall continued to stretch several blocks at the weekend. The Hall gave five complete shows Friday and Saturday, but returned to the four-a-day policy yesterday.

Comparisons of this year's holiday grosses with those of last year were being tabulated last night, with predictions that in a majority of cases the intake would be equal to, and probably in excess of the previous holiday span.

"Bwana Devil" Sets Pace For Detroit First Runs

DETROIT, Jan. 4.—Holiday business was good judging by results showing up in the box-offices of first-runs here.

Setting the pace for the holidays was "Bwana Devil" at the Madison which brought in an estimated $36,000 since it opened at the 1,800-seat house a week ago. The Fox was doing fine with "Ruby Gentry," which brought in an estimated $28,000. "Road to Bali" led to a take of $26,000 at the Michigan, while "Million Dollar Mermaid" didn't bring in a million, but fished in a cool $16,000 at the Adams. The Palms did a fair $14,000 with "Eight Iron Men," while the United Artists did fine with "Stars and Stripes Forever," which flagged in $17,000.

While night clubs overflowed with New Year's Eve celebrators, less exuberant and much wiser merry-makers took advantage of the theatres. Not only teen-agers but adults, as well, filled practically all the seats in downtown first-runs.

Memphis Continues Strong

MEMPHIS, Jan. 4.—Christmas holiday first run business in Memphis, always a little better than other seasons of the year, continued on into the new year, managers reported today.

Milwaukee Runs Ahead

MILWAUKEE, Jan. 4.—With "Stars and Stripes Forever" at the Fox Wisconsin, "Road to Bali" at the Riverside and "April in Paris" at the Towne, business was well over last year for the holidays.

Tax Repeal Bill

(*Continued from page* 1)

the tax in half. However, this aroused protests from exhibitors who wanted full relief, and Dingell's bill finally included repeal of the entire tax. His bill was one of several seeking reduction or removal of the tax introduced at the opening session yesterday.

Dingell's statement stressed the "urgency for relief" for motion picture theatres, and charged that the 20 per cent tax "has severely impaired the solvency of so many theatres." He added that many theatres have closed, "marring countless neighborhoods and prominent uptown districts into inactivity."

The motion picture theatre, more than any other form of amusement, requires a large volume of regular attendance, Dingell said. He stressed the competiton which theatres now get from television, and pointed out that Congress has given tax relief to operas and symphony orchestras. "But the movie, which is the working man's opera and symphony combined and which constitutes the greatest field of entertainment for the poor man and his family, goes on faltering midst competition which is impossible to match," the Congressman declared.

Dingell said he had long been opposed to all excise taxes as being "fundamentally wrong in principle." He declared that the admission tax repeal bill was intended to focus the attention of the American public and of Congress "upon the withering effect of excise taxes generally and upon the devastation brought upon the motion picture industry particularly."

Cincinnati City Council Considering Tax Repeal

CINCINNATI, Jan. 4.—Frank W. Huss, Jr., president of the Greater Cincinnati Independent Exhibitors' Association, together with other exhibitor members, appeared before the City Council to personnally present a plea for the elimination of the local three per cent admission tax, because of declining business, which, it was pointed out, has caused the closing of three additional theatres within the past few months. The 1951 admission tax yield was $104,000. The Council has taken the matter under advisement.

Equipment World . . .

. . . with RAY GALLO

A NEW TYPE of tapered slotting for changeable attraction panel letters, designed to cause the letter to "lock" on the bar and thus prevent its dislodgment by high winds or other disturbances, has been developed by Wagner Sign Service, Chicago. The new device, on which patents are pending, is for application to the Wagner line of colored plastic letters.

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The appointment of John W. Hamilton, New York City, as its architectural representative with headquarters at 92 Liberty Street, has been announced by Day-Brite Lighting, Inc., St. Louis. He will assist clients with lighting problems.

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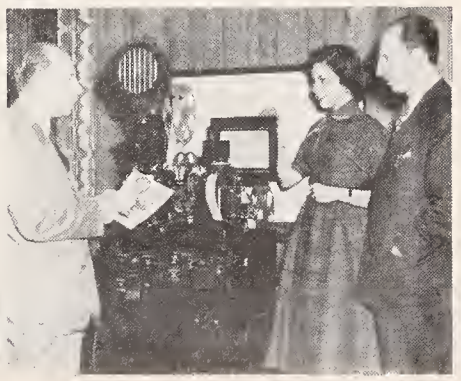
A new decorative material designed to give a lustrous "mirror" appearance on such surfaces as walls, pillars and display stands has been marketed by Miroflex Products Co., Inc., New York City. Called "Miroflex," material consists of small exact multiples of cut mirror affixed to a cloth backing. Its flexibility permits adhering to both flat and curved surfaces, according to the company.

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Horst W. Roder has been named assistant sales manager of the bottling division of Dad's Root Beer Co., Chicago. Roder was associated with Canada Dry Ginger Ale, Inc., New York City, for the past 16 years, starting as a specialty salesman and rising to the position of division manager of the Maywood division.

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Showing below one of the new "Acmiola" film "preview," projection and sound reproducing machines produced by the Acmiola Distributing Co., a division of S. O. S. Cinema Supply Corp., New York City. Looking it over at the premiere trade showing are (left to right) J. A. Tannery, president of S. O. S.; his daughter, Margery, and Ray Gallo. The Acmiola film editing, viewing and sound reproducing machines are available for pictures only, sound only, composite sound and picture, or any desired combination. The model below has a separate sound and projection picture head which throws a 6-by-8½ inch image on a detachable shadowbox screen which drops down so a 3-foot or larger picture can be projected in a darkened room. Reel spindles, automatic take-ups, frame and footage counter, and amplifier speaker are all mounted on the rolling stand.



'Polarama' Screens In 6 FWC Theatres

HOLLYWOOD, Jan. 4.—Installation of "Polarama" screens in six Fox West Coast theatres, with more to follow as materials become available, was announced today by President Charles P. Skouras. He said in view of the "vast improvement already undertaken by Hollywood film producers in making pictures, our engineers and technicians are now working on methods that will insure bringing superb entertainment to movie-goers. This can be achieved mainly through bigness of the theatre screen."

FWC engineer R. H. McCullough said the screen gives greater depth to the picture, eases eye strain, eliminates distortion and has other advantages. FWC is emphasizing the "big screen" theme in typed inserts in current newspaper advertisements.

TV Promotion for MGM's 'Jeopardy'

As a further test of the use of television in the promotion of a motion picture, M-G-M has set a series of theatre openings for "Jeopardy" in the Boston area beginning Jan. 29. Arrangements have been completed by Howard Dietz, vice-president and director of advertising-publicity, through Donahue and Coe, which will enlist the full cooperation of WNAC-TV, Mutual Broadcasting System station in Boston.

Terry Turner, representing MBS, was in Boston for several days coordinating the campaign.

Allied Unit Jibes At Rep. TV Deal

DES MOINES, Jan. 4.—Charles Jones, secretary of Iowa, Nebraska and Mid-Central Allied comments wryly that Republic must be in the same desperate boat as many exhibitors for, he says, while some exhibitors have to take spare time, odd jobs, like door-to-door selling to eke out a livelihood these days, Republic, too, has to go in for sidelines.

Republic sold 104 features to CBS-TV for $200,000 recently.

Writing in a current organizational bulletin, Jones cites a brokerage house report that Paramount is asking $3,000,000 for a package of 2,000 old short subjects, and that CBS-TV discussed the deal.

"Somebody ought to put CBS's film buyer wise," Jones comments. "He's paying more for shorts than for features.

Platt RCA Theatre Supply Sales Head

CAMDEN, N. J., Jan. 4.—Appointment of A. John Platt as manager of theatre equipment sales in the engineering products department of RCA Victor was announced here by A. R. Hopkins, general sales manager. Platt succeeds M. F. (Marty) Bennett, who has been advanced to RCA Victor's regional management staff.

Leewood to Cagney Post

HOLLYWOOD, Jan. 4.—Jack Leewood, former executive assistant to Robert L. Lippert, has joined the Cagney Productions unit of "A Lion Is in the Streets," as publicity co-ordinator.

Television--Radio

with Pinky Herman

AN estimated forty million football fans were 'Bowl'ed over New Year's Day by the thrilling inter-sectional gridiron classics with the between-halves spectacles staged by local chambers of commerce. Thus with this grand flourish King Football exits the TV arena to make way for another round of basketball, track, baseball, fights, tennis and—FOOTBALL, of course. . . . WABD has bought the rights to the third and fourth runs of the filmed TV series, "Front Page Detective," starring Edmund Lowe. Delivery will take place early in February and will be a New York exclusive for DuMont until April 1955. Consolidated TV Sales distributes the Jerry Fairbanks package. . . . A new Hillbilly series, "The Sunshine Gang," produced and emceed by John McKnight will bow in Wednesday, (5:45 to 6:00 P.M.) via WOR-TV. . . . Tunester J. Fred Coots, among whose hits are "Santa Claus Is Comin' To Town," "For All We Know" and "You Go to My Head," has penned "The Lucky Horse Shoe" and "The Greatest Man On Earth," which are themed in Walt Framer's new TV programs of the same name. Charles Hansen Music Co. is the publisher. . . .

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Imogene Coca, almost completely recovered from a recent appendectomy, will return to the "Your Show of Shows," NBC's most TValuable series next Saturday. . . . New Year's Eve the CBS-TV Late Show offered and repeated "Forever & A Day." This great pix may well be repeated and yet repeated. . . . CORRECTION: The NBCast of the "March of Time" film series, sponsored in 60 cities by the Miller Brewing Co. occupies the 7:00 to 7:30 P.M. slot Wednesdays. We itemed it as 7:15 to 7:30 last week. . . . Just to keep the record straight we want to remind all and sundry that in its rave review last Sunday of the "Plainclothesman," series seen Sundays via WABD, The Herald-Tribune didn't mention Gil Braun, who has been scripting the program for the past two years. . . .Dean Martin and Jerry Lewis will make a two-week stint at the Palladium in London, starting June 15, their first appearance outside the U. S. . . . Bill Bendix, whose southern (Brooklyn) accent helped him no little to scale filmdom and TV heights, was a batboy for the N. Y. Giants. . . . Shakespeare's "Hamlet," will be performed for the first time on TV Monday at 11:45 to 12 noon via WABD when the first installment of the classic, starring Jack Manning and produced by Lawrence Menkin, will be ethered. . . . Lanny Ross will give his second Town Hall concert in 15 years tonight. Since his first one, Lanny starred in radio, motion pictures, concert halls, vaudeville and was the first to appear on a sponsored TV series. . . . Last March, in N. Y. on an assignment by his newspaper, the Toronto Globe-Mail, Carey Wilbur bought a book, "How to Write For Television." Wednesday nite his 14th TV original, "The Fire Below and The Devil Above" will be NBCoast-to-coasted on the "Kraft Television Theatre." . . .



Imogene Coca

☆ ☆ ☆

Praise agent Spencer Hare, in a two-hour lecture in private, convinced us that 'in spite of our retentive memory' we should take Dr. Bruno Furst's Memory & Concentration Course or at least tune in on the Doctor's WPIX program Sunday at 3:00 P.M. We finally agreed to TView the Memory Expert's program, our 'retentive memory' notwithstanding. So whahoppen??? we forgot to tune in. . . . Mickey Schwarz, who directed most of the Parsonnet TV films including Melvin Douglas' "Steve Randall" and Faye Emerson's "Pepsi-Cola" series, has resigned. . . . Robert Taylor will make his TV debut, CBSunday, on Ed Sullivan's "Toast of the Town." Scenes from Taylor's forthcoming MGM flicker, "Above & Beyond" will be seen during the program. . . . Robert Q. Lewis points out that "in the new Lever Bros. Building you can wash the windows and walls at the same time." (Does this remark pane you as it did us?). . . . Producer Nat Wolfe of the "Halls of Ivy" series, is trying to sell Irene Dunne the idea of gracing the TV scene. . . . Victor Young has been signed to compose and conduct the music for Bing Crosby's "Little Boy Lost," flicker for Paramount. . . .

Sharp Drop Reported In Recreational Bldg.

Washington, Jan. 4.—Only $125,000,000 of social and recreational construction was undertaken by private industry in the U.S. in 1952, compared with $164,000,000 in 1951, the Commerce Department reported.

This was a drop of 24 per cent. Commerce officials said theatre building was "an important segment" of social and recreational construction, although they could not say exactly how much of the total it accounted for.

Elect Frank White President of NBC

The election of Frank White as president and a director of National Broadcasting Co., as had been expected, was announced at the weekend by David Sarnoff, chairman of the board of NBC and Radio Corporation of America, following a meeting of the board. At the same time, Sarnoff announced the election of Sylvester L. Weaver, Jr., vice-president in charge of the radio and television networks of NBC, to the post of vice-chairman of the board, and the appointment of John K. Herbert to Weaver's former position in the radio-television department.

White, who had been vice-president and general manager of the radio and television networks, succeeds Joseph H. McConnell who resigned to become president of Colgate-Palmolive-Peet.

Entering the broadcast field in 1937 with Columbia Broadcasting System, White subsequently became a vice-president and treasurer of CBS, president of Columbia Records, president of Mutual Broadcasting System and, early last year, vice-president and network manager of NBC. He is a native of Washington, D.C.

Weaver joined NBC in 1949 after a career with Young and Rubicam, advertising agency, and the Mutual-Don Lee network on the Coast. Herbert went to NBC in 1950 after 12 years with Hearst Magazines.

Levathes Named Ad Agency 'V-P'

Peter Levathes, 20th Century-Fox short subject sales manager and director of television since 1947, has joined Young and Rubicam, Inc., as a vice-president, on special asignments, reporting to Anthony V. B. Geoghegan, media vice-president, according to Sigurd S. Larmon, president.

He joined 20th in 1936 as executive assistant to Spyros Skouras, and in 1942 left for four years of war service. He returned in 1946 as assistant to the general sales manager.

Coronation on TV

DETROIT, Jan. 4.—General Motors will sponsor National Broadcasting's radio and television airings in this country of the coronation of Queen Elizabeth II in London on June 2, Harlow H. Curtice, acting president of General Motors announced.

U-I Will Hold Sales Meetings This Week

Universal-International's three division sales managers, F. J. A. McCarthy, Foster M. Blake and P. T. Dana, will hold a second and final series of sales meetings with district and branch managers and salesmen in their territories starting today in connection with the company's current "Charles J. Feldman Silver Anniversary Drive."

McCarthy, Southern and Canadian sales manager, will hold his meeting in New Orleans with branch managers and salesmen from H. H. Martin's district which includes New Orleans, Dallas, St. Louis and Oklahoma City.

Blake, Western sales manager, will hold two meetings. He will meet with branch managers and salesmen of Lester Zucker's district in Denver today which will also include Kansas City, Omaha and Salt Lake City personnel, while on Friday and Saturday he will hold meetings in San Francisco for Barney Rose's district which includes the San Francisco, Los Angeles, Portland and Seattle managers and salesmen.

Dana, Eastern sales manager, will meet in Boston for John J. Scully's district which includes branch managers and salesmen of the Boston, Albany, Buffalo, Philadelphia and New Haven branches.

Date 'Girls in the Night'

"Girls in the Night," Universal-International's production dealing with juvenile delinquency which was filmed on the lower East Side of New York as a successor to "Naked City" and "City Across the River," will have its world premiere at Loew's State Theatre here following the current run of "Blackbeard the Pirate."

Review

"The Man Behind the Gun"

(Warner Brothers)

IN some respects, "The Man Behind the Gun" is a semi-documentary of life in post-Civil War California, but it can be billed as a top-flight Western, action-packed and gripping throughout. John Twist's screenplay and Felix Feist's direction, enhanced by color in Technicolor, add up to first-rate entertainment.

Randolph Scott is cast as a secret agent who has a hard time routing the secessionists who seek to control the land in and around old Los Angeles by capturing the water supply. There are intrigues and counter-intrigues, suspicions and jealousies, gun brawls and romance. Patrice Wymore supplies the romantic angle, while singer Lina Romay, a plotter in the over-all scheme, delays Scott in his pursuit of duty.

Rounding out the cast are Dick Wesson, Philip Carey, Roy Roberts, Morris Ankrum, Katharine Warren, Alan Hale, Jr., Douglas Fowley, Tony Caruso, Clancy Cooper and Robert Cabal.

Running time, 82 minutes. General audience classification. Release date, Jan. 31.

435 Films Eligible For Academy Awards

HOLLYWOOD, Jan. 4.—A total of 435 pictures will be eligible for Academy Award consideration this year, it was announced by Charles Brackett, president of the Academy of Motion Picture Arts and Sciences.

The list includes all pictures which were released for commercial showing in the Los Angeles area during the past year. Each film also must have been shown for a period of seven consecutive days following its release.

N.E. Unit on the Air

BOSTON, Jan. 4. — New England Theatres Corp. of Boston is now using radio to plug motion pictures at three downtown theatres, the Metropolitan, Paramount and Fenway. The programs will be broadcast over radio station WHDH every Tuesday, Thursday and Saturday mornings from 11:45 to noon on the Fred B. Cole radio program, "Carnival of Music."

Bolgers Register Firm

ALBANY, N. Y.—Jan. 4.—B. & R. Enterprises, Inc., has registered a certficate to conduct an entertainment business in New York. Incorporators are Raymond W. Bolger and Gwen R. Bolger of Hollywood.

$250,000 Promotion Budget for 'Taxi'

A $250,000 advertising and exploitation budget, designed to penetrate every avenue of contact with the motion picture audience at the theatre level has been set by 20th Century-Fox for "Taxi," it was announced at the weekend.

The campaign will see a greater employment of point-of-sale merchandising techniques, in line with the company's announced plans for 1953, with exhibitor's gaining a multiplicity of credits to their playdates of the picture.

To be released nationally in March following a February opening in New York, site of its entire filming, "Taxi" will be paced by a five-point pre-opening campaign.

Plans call for heavy utilization of billboard advertising, special newspaper teaser ads, saturation television and radio spot buys and affiliated promotions, widespread spotting of "Taxi" snipes, and an expanded "co-op" advertising campaign, all geared to individual openings. Special instructions have gone forward to the 20th Century-Fox field staff to aid exhibitors in planning local campaigns.

Two New Ore. Theatres

PORTLAND, Ore., Jan. 4. — The early construction of a downtown North Bend, Ore., theatre has been disclosed by Jones Enterprises, Inc., a Southern Oregon circuit. The house will have 1,000 seats on one floor. Also, J. J. Parker Theatres here will soon start work on a 500-car drive-in costing $50,000, near Astoria, Ore.

PARAMOUNT TRADE SHOWS

Monday, January 5, 1953

ROSEMARY CLOONEY • ANNA MARIA ALBERGHETTI

LAURITZ MELCHIOR

in

"THE STARS ARE SINGING"

Color by TECHNICOLOR

with BOB WILLIAMS • TOM MORTON • FRED CLARK
JOHN ARCHER and RED DUST

Produced by IRVING ASHER • Directed by NORMAN TAUROG • Screenplay by LIAM O'BRIEN

Based on a story by Paul Hervey Fox

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	2:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton St., N. W.	2 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street	2:30 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 Sauth Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue	1:30 P.M.
CINCINNATI	FOX SCREENING ROOM, 1638 Central Parkway	2:30 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street	8:15 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway	2 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Staut Street	3:30 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue	2 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	10:30 A.M.
JACKSONVILLE	FLORIDA THEATRES SCREENING ROOM, Flarida Thea. Bldg.	2 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street	2 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 Sauth Second Street	12:15 NOON
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North Eighth Street	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	8 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 South Liberty Street	2:30 P.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)	11 A.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue	10:30 A.M.
OMAHA	FOX SCREENING ROOM, 1502 Davenpart Street	1:30 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 Narth 12th Street	2:30 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Boulevard af Allies	2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street	1:30 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st South Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Galden Gate Ave.	2 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.	8 P.M.

20TH-FOX TO SET TOP PRODUCTIONS, MANY BIG MUSICALS, FOR HOLIDAY RELEASE THIS YEAR

SPECIAL preparations are being made by 20th Century-Fox to prepare the release of a variety of major attractions for the top holidays of 1953, Al Lichtman, director of distribution, discloses.

The planned holiday line-up of pictures is designed to enable showmen to offer patrons a wide choice of outstanding films during days and seasons when theatre-going caps a family holiday, he said.

Using the results of the recent holiday season as a yardstick (five major productions were put in release for the occasion), 20th Century-Fox will follow-up with films of equal calibre, he said.

"Tonight We Sing," which will have its world premiere at Radio City Music Hall in February, will open nationally for Easter. The Technicolor musical biography of impresario Sol Hurok, which stars Ezio Pinza, Roberta Peters, David Wayne, Anne Bancroft, Tamara Toumanova, Isaac Stern, Byron Palmer, and the voice of Jan Peerce, represents one of a trio of Easter offerings.

'Madam' an Easter Release

Ethel Merman's Broadway stage success, "Call Me Madam," a lavish Technicolor production, with Donald O'Connor, Vera-Ellen, and George Sanders also starred, will be released during Easter also, preceded by a heavy advertising, publicity and exploitation campaign.

Viewed by vice-president Charles Einfeld during a recent trip to the 20th Century-Fox West Coast studios, "Call Me Madam" was described by him as sure to "rank as one of the all-time top grossers in the history of the industry."

Irving Stone's best-selling novel, "The President's Lady," will also be a holiday release. Starring Susan Hayward and Charlton Heston, "The President's Lady" is the story of Rachel and Andrew Jackson, one of America's noted couples.

Holiday's including Washington's and Lincoln's Birthday, Fourth of July, Decoration Day, and Labor Day will see equally important films readied for special showings, Lichtman said.

Another lavish musical production on the company's schedule is "Gentlemen Prefer Blondes," with a cast topped by two of the world's most publicized beauties—Marilyn Monroe and Jane Russell, with abundant helpings of cast and production values to lend support to the two screen charmers.

Among other musical presentations there will be "The Farmer Takes A Wife," the first Betty Grable picture in two years, in which Betty teams with new romantic lead, Dale Robertson. While "The I Don't Care Girl," the story of the "bad girl of show business," Eva Tanguay, starring Mitzi Gaynor, David Wayne, and Oscar Levant; "The Girl Next Door," top-casting June Haver, Dan Dailey, and Dennis Day; and "Down Among The Sheltering Palms," starring Mitzi Gaynor, William Lundigan, Jane Greer, David Wayne, and Gloria DeHaven, completes the musical lineup.

Selected by 20th Century-Fox production chief Darryl F. Zanuck as his only personal production for 1953 will be "The Egyptian," in which Marlon Brando will be starred.

The best-selling novel by the Finnish author Mika Waltari, set during the reign of Pharoah Tut-ankh-amen, will see the rugged star of "Viva Zapata!" portraying the role of Senuhe, physician to the Egyptian ruler.

Assigned to 'Egyptian'

Casey Robinson, who wrote the screenplay for Zanuck's "The Shows of Kilimanjaro," has been tabbed to fashion the script for "The Egyptian."

Greater participation by the nation's exhibitors in the merchandising of attractions being offered by 20th Century-Fox in the new year is the pre-selling blueprint drawn up by Einfeld and members of his advertising-publicity staffs.

With 80 per cent of the 1953 budget apportioned to regional and point of sale advertising, showmen will be able to join with 20th Century-Fox in fully developing campaigns custom-tailored to fit every type of box office situation, Einfeld states.

A quartet of films in release this month —"My Cousin Rachel," "The I Don't Care Girl," "Ruby Gentry," and "The Thief of Venice"— have already been recipients of the new merchandising formula, with local newspapers' Sunday supplements being used to greater advantage in conjunction with national advertising.

The fact that a majority of the 1953 product line-up is already completed, makes it even more feasible to concentrate on specialized campaign techniques months in advance of openings, Einfeld points out. A greatly expanded budget has been allotted to capitalize on the box office potentialities of "Taxi," a comedy-drama in the tradition of such hits as "Come To The Stable" and "The Miracle On 34th Street," Einfeld said. Also set for extensive ballyhoo are "Niagara," starring Marilyn Monroe, which has one of the most provocative ad treatments of any film in many years, and "Tonight We Sing," which is being supported by a growing campaign built around world famous music and the famous personalities featured in the Technicolor musical.

Advertising Plans

Treatments given upcoming releases such as "Treasure of the Golden Condor," for which a series of regional openings is being finalized; "The President's Lady," "Call Me Madam," and "Man On a Tightrope" will be fully coordinated with the industry press, the country's consumer and fan magazines, the leading Sunday supplements, and the television and radio stations of the nation.

Also, he added, for such major productions as "The Robe," "Gentlemen Prefer Blondes," "The Desert Rats," "Nearer My God To Thee," the home office personnel of the company will coordinate with field representatives to generate activities in all parts of the country and Canada to win maximum public interest.

Thirteen of the 24 films which have been announced by 20th Century-Fox for release in the first nine months of 1953 will be in color by Technicolor, Lichtman pointed out.

The increased use of color demonstrates the company's attempt to supply to the public the highest quality of production and enjoyment, he said.



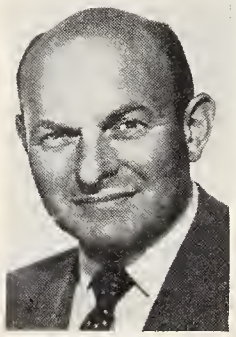
SPYROS SKOURAS
20th Century-Fox President



DARRYL F. ZANUCK
Production Vice-President



AL LICHTMAN
Director of Distribution



CHARLES EINFELD
Vice-President



W. C. GEHRING
Exec. Ass't. Gen'l. Sales Mgr.



A. SILVERSTONE
Eastern & Canadian Sales Manager



E. W. AARON
Western Sales Manager

NEW 20TH CENTURY-FOX RELEASES



NEARER MY GOD TO THEE. Clifton Webb, Audrey Totter and Barbara Stanwyck (left to right, above) in a scene from the dramatic story of the sinking of the trans-Atlantic luxury liner *Titanic*.



CALL ME MADAM. One of 20th Century-Fox's big ones for 1953. Left to right in scene above: Donald O'Connor, Ethel Merman, George Sanders and Vera-Ellen. In color by Technicolor.



TAXI. The grape-vine touts this in advance as delightful entertainment. Scene at left shows Constance Smith and Dan Dailey, who are starred in the Sam Engel production, directed by Gregory Ratoff.



MAN ON A TIGHTROPE. Cameron Mitchell and Frederic March, above, in a scene from a drama of intrigue and action. Adolphe Menjou also is in the cast.



TONIGHT WE SING. A lavish George Jessel production in color by Technicolor, starring David Wayne, Ezio Pinza, Roberta Peters, Tamara Toumanova, Anne Bancroft, Isaac Stern and Byron Palmer. Directed by Mitchell Leisen. Harry Kurnitz and George Oppenheimer wrote the screenplay.



THE PRESIDENT'S LADY. Charlton Heston and Susan Hayward, at right, in a scene from the Sol Siegel production based on Irving Stone's novel. Henry Levin directed. Among those featured are John McIntire, Fay Bainter, Charles Dingle and Whitfield Connor.



'APRIL IN PARIS' -MOOLA IN THE BANK!

From Warner Bros. Now!

DORIS DAY

RAY BOLGER

April in Paris

COLOR BY TECHNICOLOR

WITH CLAUDE DAUPHIN

AND EVE MILLER · GEORGE GIVOT · PAUL HARVEY

WRITTEN BY JACK ROSE AND MELVILLE SHAVELSON · Musical Numbers Staged and Directed by LeRoy Prinz

Song "April in Paris", Lyrics by E. Y. Harburg, Music by Vernon Duke
Original Songs, Lyrics by Sammy Cahn, Music by Vernon Duke

Musical Direction by Ray Heindorf · PRODUCED BY WILLIAM JACOBS · DIRECTED BY DAVID BUTLER

THIS IS THE PARAMOUNT, N.Y...
-But it's the same sensational picture coast-to-coast!!!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 3 NEW YORK, U.S.A., TUESDAY, JANUARY 6, 1953 TEN CENTS

Zanuck Slates 36 Films for 20th in 1953

7 Technicolor Pictures To Cost $20,000,000

HOLLYWOOD, Jan. 5.—Thirty-six productions of "major magnitude," including seven films with color in Technicolor that alone will cost more than $20,000,000, will be produced by 20th Century-Fox during 1953, Darryl F. Zanuck, vice-president in charge of the studio, disclosed here today. Previously, the company announced plans for the filming of 24 productions in a nine-month period.

Reflecting an unexpected upsurge of picture attendance for the new year, Zanuck said that 20th-Fox will turn out more high-cost pictures in 1953 than at any time in the history of the company.

The seven Technicolor films slated for 1953 include: "The Robe," to be produced by Frank Ross and directed by Henry Koster; "Prince Valiant,"

(*Continued on page* 10)

New Year's Week Grosses Lush at Most B'way Houses

Robust business along Broadway ushered in 1953, making the Christmas-New Year's gross for many first-runs the best in years. The advent of the city's bus strike New Year's Day had no affect on the box-office, according to Times Square theatre managers.

At Radio City Music Hall, a big $155,000 was racked up for the fifth week of "Million Dollar Mermaid" and the traditional Christmas stage show. A big New Year's week was

(*Continued on page* 7)

Col. Sales Meet Set for 'Salome'

A two-day Columbia Pictures international sales meeting devoted exclusively to "Salome" has been called for Jan. 16-17 at the Drake Hotel, Chicago, A. Montague, general sales manager, disclosed here yesterday. The meeting will be devoted to a discussion of sales, distribution and advertising plans for the film.

Gathering for the discussions will be

(*Continued on page* 2)

Court to Oppose New Delay in RKO Receivership Case

Justice Henry Clay Greenberg, in granting a postponement until Jan. 26 for hearings on the receivership application of three RKO Pictures minority stockholders, served notice here yesterday that he would be very reluctant to grant any further delays.

Justice Greenberg told the assembled lawyers at a hearing in New York Supreme Court that the case must be argued on Jan. 26. The latest postponement was requested by Louis Kipnis, attorney for the three minority stockholders, and was granted when attorneys representing RKO Pictures, Samuel Goldwyn Pro-

(*Continued on page* 10)

Leaders on Coast For Zukor Dinner

HOLLYWOOD, Jan. 5.—Exhibitors and distribution heads were converging on the film capital today for the all-industry tribute to Adolph Zukor on his 80th birthday at the Palladium on Wednesday night. Robert J. O'Donnell, chairman of the Zukor celebration and toastmaster, has been here for the last week conferring with Charles P. Skouras, chairman of the Hollywood observation of the tribute.

Among exhibitor travellers to the

(*Continued on page* 7)

CITES U.S. STAKE IN OPEN THEATRES

Studios 'Secretly' Working on '3-D'

Practically every studio in Hollywood is "secretly" experimenting in various developments of pictures in new dimensions and illusions, it was reported here yesterday. Each studio appears to be under the impression that its research experts are the only ones conducting the experiments and making new advancements in the fields of three dimension and processes along the lines of Cinerama. The research is being done behind locked doors, it was said, and the findings are being kept secret until perfection has been reached.

N.Y.C. Drops Plan For 3% 'Lab' Tax

New York City's move to extend its three per cent sales tax to film footage processed in local laboratories appears to have been stopped for the time being, at least. City controller Lazarus Josephs has ordered his field auditors to disregard previous instructions to

(*Continued on page* 7)

Jersey Solon, Formerly Lukewarm on Tax Cut, Concerned About Drop

By J. OTTEN

WASHINGTON, Jan. 5.—Rep. Kean (R., N. J.), fourth-ranking member of the House Ways and Means Committee, said that the Federal government "has a real stake in keeping theatres open, for the attendance drop represents a substantial loss in revenue."

Kean made the statement in commenting on figures given him by a group of exhibitors from Essex County, New Jersey, indicating the closing of 86 Jersey theatres and serious drops in attendance in others. "The figures I have seen indicate clearly that we must examine carefully this feature of taxation along with other taxes in the excise field," he declared.

The Congressman emphasized that he had made no commit-

(*Continued on page* 10)

UPT-ABC Merger Issue Taken Under Advisement by FCC

WASHINGTON, Jan. 5.—The Federal Communications Commission took under advisement today the question of the United Paramount Theatres-American Broadcasting Co. merger, the control of Allen B. DuMont Laboratories, Inc., and other issues relating to the merger question.

The Commission spent the day listening to oral argument on an FCC hearing examiner's initial decision in the case issued early in November which was favorable to the merger

(*Continued on page* 7)

Must Show Books in Percentage Actions

MINNEAPOLIS, Jan. 5.—Federal Judge Charles J. Vogel of U. S. District Court for North Dakota has ordered a complete inspection of all theatre books and records in nine pending percentage actions. The order was entered in two groups of cases, one affecting Paramount, 20th Century-Fox, Warner, RKO Radio

(*Continued on page* 10)

'Research' to Supersede Trade Topics at TOA Meet

By AL STEEN

The discussion of trade practices will take a "back seat" at the forthcoming Theatre Owners of America's board of directors and executive committee meeting in New York. Alfred Starr, TOA president, said here yesterday that the subject of "research" and "technical developments" would be stressed rather than exhibitor-distributor problems at the sessions which will be held at the Hotel Pierre on Jan. 25 - 27. This is believed to be the first time that a major exhibitor association has given preference to technical problems over trade practices.



Alfred Starr

Starr, who arrived here yesterday

(*Continued on page* 10)

Report Tomorrow on Polio Drive Results

Leonard H. Goldenson, president of United Paramount Theatres, and Spyros P. Skouras, president of 20th Century-Fox, co-chairmen of the Motion Picture Industry Committee for Infantile Paralysis, will entertain at lunch tomorrow leading executives of distribution companies and the trade press.

The luncheon, to be held at the United Paramount Theatres' dining room, is expected to be attended by Charles Reagan of M-G-M, Al Lichtman of 20th Century-Fox, Charles

(*Continued on page* 10)

Personal Mention

GEORGE MURPHY, who is director of entertainment for the Presidential inaugural entertainment Jan. 18-20 in Washington, is in New York for a conference with Gen. Eisenhower's staff here, before leaving for the Capital to finalize arrangements.

•

ROBERT WILE, executive secretary of the Independent Theatre Owners of Ohio, has prepared an industry public relations article for International News Service.

•

BEN GOETZ, head of M-G-M production in Great Britain, will leave Hollywood today by plane for London.

•

GABRIEL PASCAL will arrive here today from Hollywood.

•

S. BARRET MCCORMICK has returned to New York from a Coast vacation.

Krim Returns from 6 Weeks in Europe

Arthur Krim, president of United Artists, has returned to New York from a six-week tour of European capitals where he conferred with independent producers on films currently being produced for UA release.

Among the producers with whom he met were S. P. Eagle, producer of "Melba" in London; Anatole Litvak, who is making "The Girl on the Via Flaminia" in France, and J. Barret Mahon and Milton Krims, producer and director, respectively, of "The Master of Don Juan," next Errol Flynn picture, being made in Italy.

Record $27,000 for 'Rouge' on the Coast

An all-time first-week box-office record at the Fox Wilshire Theatre in Los Angeles has been set by John Huston's "Moulin Rouge," United Artists' release, in the initial period of its pre-release Academy Award premiere engagement, it was disclosed by William J. Heineman, vice-president in charge of distribution, on receipt of a telegram from Charles P. Skouras of Fox West Coast. It is understood the gross reached $27,000.

Col. Sales Meet

(*Continued from page* 1)

home office executives and domestic branch and division managers, as well as a large number of executives and managers from foreign countries.

Montague will open the meeting Friday with a reception and dinner, following which the delegates will attend a screening of "Salome." Saturday morning's meeting will be devoted to a discussion of the advertising and promotional campaign by Columbia executive Paul N. Lazarus, Jr. The campaign will make extensive use of all media in advertising and publicity. On Saturday afternoon, Montague will outline to the delegates the policy plans.

California Owners Renew in COMPO

Word that the board of directors of the California Theatres Association had voted to renew the association's membership in the Council of Motion Picture Organizations was received here yesterday at COMPO headquarters, it was announced by Robert W. Coyne, COMPO special counsel.

The action was taken at a meeting of the board in San Francisco. Ben Hamm was elected to serve as the association's representative on the COMPO board.

Deadlock Holds on Films for BBC-TV

LONDON, Jan. 5.—Following the meeting between British Film Producers Association representatives and the heads of BBC's Television Service here the deadlock between the two on the availability of films for British TV appeared as far as ever from being resolved.

George Barnes, head of the TV service, told the producers he wanted one feature film a week for afternoon programs, one so-called "classic" type film a month for evening programs, and documentaries and shorts for use on children's programs. The question of how long after theatrical release a feature should be leased to BBC was not discussed.

It was learned that the terms Barnes mentioned for the approximately 64 films a year that TV Service wants came nothing near what the producers looked for.

Representatives of the Cinematograph Exhibitors Association, who were present at the meeting as observers, took no part in the discussion and hold to their original attitude that any producer is entitled to make pictures for TV but if he does exhibitors won't trade with him. In other words, CEA says, a producer can't have it both ways.

McCarthy to Nassau; Guest at Luncheon

John J. McCarthy, former head of the international division of the Motion Picture Association of America, and Mrs. McCarthy leave here Friday for a vacation in Nassau and will not announce future plans until they return, about Feb. 1.

Foreign managers and their associates of member companies of the MPAA yesterday were hosts to McCarthy at a luncheon in the Harvard Club where he was presented with an inscribed silver tray. Present were Al Crown, RKO Radio; Richard Altschuler, Republic; William Piper, Paramount; Wolf Cohen, Warner Brothers; Bernard Zeeman, Columbia; Murray Silverstone, 20th-Fox; Americo Aboaf, Universal; Norton Ritchey, Monogram; Arnold Picker, U. A., and Morton Spring, M-G-M.

Poor Return on U.K. Theatre Investment Cited in Tax Fight

LONDON, Jan. 5.—A bleak picture of the earnings prospects of British theatres is painted in the latest proposals for a reduction of the entertainment tax made to the Chancellor of the Exchequer by Cinematograph Exhibitors Association.

The proposals, accompanied by a report on the current position of the trade prepared by CEA accountants, rules out increased admission prices as a means by which theatres might break even, and points out that not much can be done in the way of reducing operating costs.

The area of relief, CEA says, must be found either in reducing film rentals, payments to the Eady Fund and the entertainment tax. Altogether, these take just short of 60 per cent of the theatres' gross.

The report estimates that the original cost of all theatres amounted to £95 millions and that current replacement costs would be not less than £232 millions. After providing for rent at a reasonable percentage of the original costs, the trade is about £12 millions a year short of a reasonable return on the original investments.

Showing A Loss

It states that the average theatre of 1,500 seats or less is showing a loss on film exhibition alone and that theatres are subsidized out of profits made on sales of refreshments. Without these profits many theatres would be bankrupt, it was stated. Admissions have been dropping at the rate of four to five per cent a year and if this trend continues, the report asserts, many larger theatres at present in the black also will find themselves in difficulties.

Film rentals, the report notes, are a matter for negotiation between individual exhibitors and distributors. It urges that there is a strong case for revision of the existing payments to the Eady Fund and argues, finally, that "there can be little doubt that exhibition cannot obtain a reasonable level of profit for as long as the government expects from it the amount of entertainment tax which it now receives."

The report puts forward a new method of assessing the tax whereby each theatre is given a tax-free allowance according to the number of seats it contains. The amount to be paid in tax would then be calculated on a percentage of the difference between this tax-free allowance and the theatre's gross takings.

N. Y. Variety Club Luncheon Jan. 27

The Variety Club of New York, Tent No. 35, will hold a luncheon on Jan. 27 opening its new permanent headquarters in the penthouse of the Hotel Piccadilly, chief barker Edward Lachman has informed club members.

The luncheon, which will be held in the Georgian Room of the Piccadilly, will be gratis. The headquarters will be ready on Jan. 15.

Chicago Box-office Seen Levelling-off

Chicago, Jan. 5.—With December city 3 per cent amusement tax collections (on November receipts) from theatres up roughly one per cent from December, 1951 and seven per cent from last month at $95,987, the box-office here is showing signs of levelling off in contrast to the steady downward trend of the past few years.

Although business was off considerably in the first few months of 1952 compared to the corresponding period of 1951, the past few months have shown a slight bulge over last year—not enough to overcome the yearly drop, but sufficient to reduce the decline to roughly 7½ per cent for the year at $1,044,414.84 against $1,130,137.16 last year.

5 More Field Men To Promote 'Hans'

Five additional field men have been added to RKO Radio's exploitation staff to handle pre-release openings of "Hans Christian Andersen" in Chicago, Philadelphia and Atlanta.

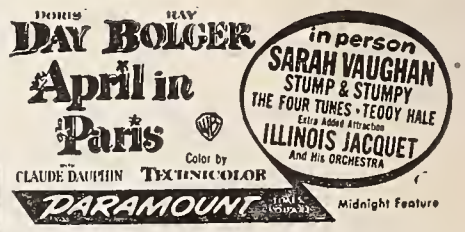
The five are John Thompson, Herbert Carlin and Norman Rosemont, who have been assigned to Chicago where "Hans" opens on Feb. 11 at the Oriental Theatre; Irving Shiffrin, who will work on the campaign in Philadelphia where the pictures bows on Feb. 4 at the Midtown, and Mel Strauss, who will set preliminary plans for the as yet undated opening in Atlanta.

Sanford Abrahams' Son

HOLLYWOOD, Jan. 5.—Funeral services were held this morning at the Church of the Recessional, Forest Lawn, for Alan Abrahams, 15-year-old son of Sanford Abrahams, advertising manager of Allied Artists. The boy failed to recover consciousness after being struck by an automobile last Wednesday while riding a bicycle near his home.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"MILLION DOLLAR MERMAID"
Esther WILLIAMS • Victor MATURE
Walter PIDGEON • David BRIAN
Color by TECHNICOLOR • An M-G-M Picture
& The Music Hall's Great Christmas Stage Show



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Something Wonderful Happened to — Chester Bahn...

NOVEMBER 28, 1952
THE FILM DAILY

Editorial

"Andersen"... by Goldwyn

By CHESTER B. BAHN

THE PRODUCTION brilliance of Samuel Goldwyn, which if anything has grown the brighter with the passing of the years, was never more magnificently in evidence, never more admirably employed than in his latest art work, "Hans Christian Andersen."

This fairy tale in rich-hued Technicolor, which has Danny Kaye in the title role giving a warmly human performance sans the clowning that has been his cinematic forte and which has one of France's most talented ballerinas, Jeanmaire, not only dancing divinely but surprising you as a talented actress and singer, is as festive as the holiday season which it enhances.

And don't let the first paragraph reference to art work—and the term is used advisedly—mislead you. "Hans Christian Andersen" is simon-pure box office, and if Goldwyn does not only recoup his investment of millions, (representing his own money, incidentally), but a very tidy profit as well, this pulse-taker among many, many others will be very surprised, indeed.

◆

IT'S TRITE admittedly to say that "Hans Christian Andersen," with its melodious Frank Loesser score, its quartet of finally done imaginative ballets, its opulent, visually intoxicating settings, its tender story, honestly fanciful; its commendable performances by the hand-picked cast, and its excellent direction by Charles Vidor, is a picture for all ages, all audiences.

But how else do you say just that, anyway?

Obviously, "Hans Christian Andersen" had that fullest measure of loving care which Goldwyn ever gives to his productions. Don't confuse that with the millions expended in the picture's making. There have been other productions as costly in the past with less happy screen results. Money helps, certainly, but with a picture as with a child —and a picture is a producer's brainchild— it's the loving care which really counts.

◆

AS A reporter's footnote, it might be in order to advise that "Hans Christian Andersen" is by way of giving Broadway a needed "shot in the arm," with business at the Criterion and the Paris at peak. The public and the New York critics patently think alike about the picture. And when you find the mass-audience New York Daily News (four stars, if you please) and the class-audience New York Times in agreement on a picture's merit, you're in, gentlemen, you're in.



Titanic SPECTACLE!

Terrific



GABRIEL PASCAL *presents*

BERNARD SHAW'S

"ANDROCLES AND THE LION"

Starring

JEAN SIMMONS · VICTOR MATURE

ROBERT NEWTON · MAURICE EVANS

and

ALAN YOUNG

as

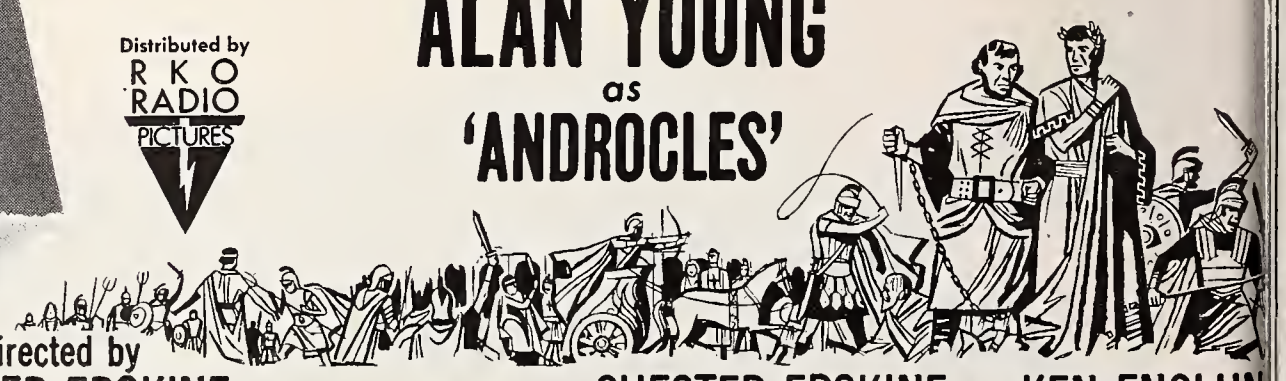
'ANDROCLES'

ACE ATTRACTION FOR BROADWAY'S SHOWCASE

CAPITOL THEATRE

NEW YORK CITY

Distributed by RKO RADIO PICTURES



Produced by GABRIEL PASCAL · Directed by CHESTER ERSKINE · Screen Adaptation by CHESTER ERSKINE and KEN ENGLUN

Tempestuous ROMANCE!

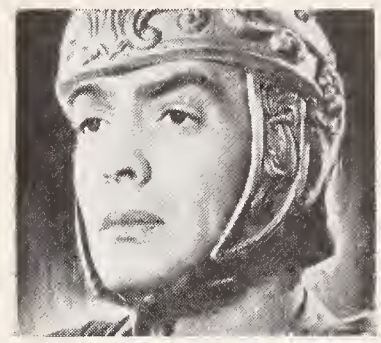
LAUGHS!



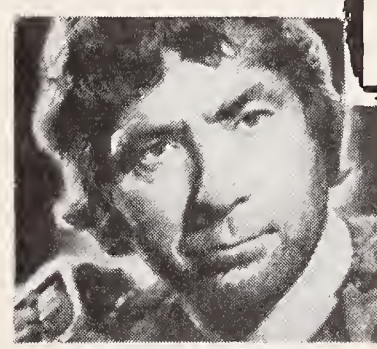
A great play–
ten times greater
on the screen–
with its sweeping
conflict, tender
love story, glor-
ious comedy–
all captured on
a canvas aflame
with the
excitement of
pagan Rome's
proudest era!



JEAN SIMMONS
as Lavinia, a Christian
too lovely for martyrdom



VICTOR MATURE
a stern Roman captain
susceptible to beauty



ROBERT NEWTON
as Ferrovius, a giant who
lost his temper



MAURICE EVANS
as Caesar, suave, wily,
elegant and cruel



ALAN YOUNG
as Androcles, henpecked
tailor who loved lions

Back **BROTHERHOOD WEEK**, Feb. 15-22

Levine and Schwartz To Aid Federation

Martin Levine of Brandt Theatres, and Leslie Schwartz of Century Theatres, have been named co-chairmen of the exhibitors committee of the amusement division of the Federation of Jewish Philanthropies, by Barney Balaban, Simon H. Fabian and Manny Frisch, joint heads of the industry's current drive on behalf of Federation's 116 hospitals and social service agencies.

Serving on the exhibitors committee are: Max M. Cohen, Cinema Circuit; Leo Brecher, Brecher Theatre Enterprises; J. Joshua Goldberg, Raybond Theatres; Walter Reade, Jr., Reade Theatres; Harold Rinzler, Randforce Amusement Corp.; Julius Sanders, Sanders Theatres; Spyros Skouras, Jr., Skouras Theatres; Solomon Strausberg, Interboro Circuit; Morton Sunshine, ITOA.

Odeon-Fingold Split Is Effective Today

TORONTO, Jan. 5.—The termination, effective today, by mutual agreement of the arrangement whereby Odeon Theatres (Canada) Ltd. and Sam Fingold held a joint interest in the operation of a number of Ontario theatres results in the addition of eight theatres to Odeon's Canada-wide circuit, officials of the latter state.

As of today, Odeon takes over the Royal Theatre, Aurora; Odeon and Roxy, Brampton; Roxy, Newmarket; Century and Gregory, Oakville, and the Odeon, Sturgeon Falls. In addition, Odeon has acquired the Brampton Drive-in from Fingold. The latter takes over the following: Roxy, Carleton Place; Roxy, Cornwall; Biltmore, Oshawa, Elmdale and Century, Ottawa; Centre and Roxy, Owen Sound, and Odeon, St. Thomas.

Odeon has disposed of its interest in National Theatre Services and National Booking Co. to Fingold.

Canada in TV Pact With NBC and CBS

TORONTO, Jan. 5.—The Canadian Broadcasting Corp. is understood to have reached an agrement with the National Broadcasting Co. and Columbia Broadcasting System to bring American television programs into Canada.

CBC said it would announce soon which programs would be presented.

The agreement covers the CBC-TV stations at Toronto and Montreal. The Toronto station will receive programs via a Bell Telephone microwave relay from Buffalo; Montreal will receive them via kinescope until microwave relay facilities are available there, probably next spring.

Rose in New Tilt With Md. Censors

BALTIMORE, Jan. 5.—The case of the Maryland Board of Censors' refusal of a license for "Love Moods" is scheduled to be heard in City Court here on Jan. 12. John Rose, Washington distributor, appealed the board's ban on the film. It features Lili St. Cyr.

Rose won a previous bout with chairman Sydney Traub of the board when the same court ordered six of seven deletions sought by the censors restored to "Damaged Lives."

Asides & Interludes

—by James Cunningham

NEW YORKERS will remember the long lines that entwined the blocks of the East Twenties from the old Municipal Lodging House where a turkey dinner, with all of the trimmings, was served on the yearend holidays to the unfortunates of the Bowery and Broadway. A hearty meal to men without the price of a meal.

Our character had been gone from these parts for years, riding the rails and the rods away from the Bowery to the jungle haunts of hoboes in cities and towns throughout the land—never missing the line that led to a turkey dinner, with all of the trimmings, served to unfortunates on the holidays at the yearend.

And so he returned to New York at the last yearend, still a derelict, still looking for a line that would lead to a turkey dinner, on New Year's. Our nonchalant nondescript found one, at midtown, and, in great anticipation, moved with it, at snail pace, for all of four hours, along the Northside of 51st Street, across Sixth Avenue, back up the Street to Rockefeller Plaza, South on 50th, around and around, waiting and waiting, hungrier and hungrier, a victim of victuals. He finally reached the end of the line—a line that led to the Music Hall box-office.

☆ ☆ ☆

Leonard Goldenson, a pretty active guy, first, as Big Chief of United Paramount Theatres, tells us, as president of United Cerebral Palsy, that the appeal made two years ago for discarded greeting cards to help in the therapeutic treatment of children to learn muscular control has brought forth 100,000,000 used holiday cards. A fabulous response from the kind-hearted. Thanks, says Leonard, "but 100,000,000 cards are more than enough."

☆ ☆ ☆

We are happy to report that our new Congress has already received a proposal to knock off, kill, repeal and forever abolish that oh, so economically bothersome, Federal admission tax. Representative Dingell's bill slid into the hopper on Saturday, as Congress opened, at the very instant when the Agriculture Department, not far removed in Washington, formally, and very sternly ordered smaller holes in Swiss cheese. Swiss-cheese eating exhibitors have something to look forward to.

☆ ☆ ☆

Some Oddities from Our News Desk: **George Lewis's announcement of "National Laugh Week"—"Bigger Laughs for Better Living"—in March. . . . Uncle Sam's announcement of Income Tax Payment—same month. . . . Announcement from Abbeon Supply Co. of Jamaica, New York, of a new pair of scissors with a built-in stereoscope view of Grant's Tomb, a nail file, a glass cutter, a glass breaker, a ruler, screw driver, pen knife, pipe tongs, wire cutter, measure, box lid opener, cartridge extractor, marking wheel, rasping knife and a button-hole cutter and cigar cutter for Dear Old Grandma.**

☆ ☆ ☆

To all of our Dear Children who are motion picture theatre cashiers, who seek a better life in the hereafter, may we advise a study of some of the rules and regulations propounded by two of the nicest and greatest propounders of rules and regulations for cashiers, none other than the Messrs. Sidney Meyer and Mitchell Wolfson of Wometco Theatres, in that always looked-for land of Miami, Florida: (The italics are the columnist's)

To the Cashier:



"Your honesty and integrity will be unquestioned at all times." (*Something new has been added.*)

"You can help! Don't be a 'Gloomy Gus'!" (*Should be Gussie*).

"Don't read for your own amusement while on duty" (*but for whoze?*), "nor manicure, chew gum" (*oiy*), "fix hair, apply cosmetics, or eat anything" (*after the last race, that is not a problem*).

"Don't make refunds on your own." (*Not even at the point of a gun; this is a strict rule.*)

"Do call the manager or assistant when a refund is requested." (*Except in cases where more than eight persons are standing in front of the box-office with Tommy-guns*).

"Don't count your money near the box-office window." (*Management has furnished well-kept subterranean passages, with light housekeeping privileges below to look at the dough*).

"Don't sell loose tickets." (*The checkers are watching*).

"Don't allow large amounts of money to accumulate in the box-office . . . give extra money to the manager or assistant as soon as it accumulates." (*Wishful thinking.*)

"Don't be glum. Do have a smile on your face and in your voice when you say, 'Thank you,' and "How many, please?'"

To you, our Dear Children (All Sweeties), our Best.

Weigh Next Move to Get TV Cost Data

WASHINGTON, Jan. 5.—Attorneys for theatre television interests are deliberating what their next move should be to get American Telephone and Telegraph Co. to supply needed information for the coming theatre hearings before the Federal Communications Commission.

One course under consideration is a formal protest to the Commission and a request that the Commission order the phone company to supply the information promptly.

Lack of such information well in advance of the hearings, slated to start Jan. 26, will seriously hamper the industry's ability to present its case, industry attorneys said.

A. T. and T., at a conference here last fall, promised to supply detailed cost data by the end of 1952. Now the phone company has notified the Motion Picture Association of America and the National Exhibitors Theatre Television Committee that the information may not be available even by Jan. 26, when the hearings start.

The FCC has also requested A. T. and T. to have detailed cost data ready for the hearings, and has gotten a similar brush-off, it is understood. Preumably, therefore, the Commission would be receptive to an industry request for a further FCC directive to the phone company to have the information ready at least a few days before the hearings. Obviously, the industry decision will have to be made soon in order to be effective.

NETTC Meets Here Today On FCC's TV Hearings

Preparations for the Federal Communications Commission's hearings on theatre television will get under way here today at a meeting of the National Exhibitors Theatre Television Committee. The FCC hearings are scheduled for Jan. 26 in Washington.

Si Fabian, chairman of the NETTC, called today's meeting which will be attended by representatives of all exhibitor associations. The purpose of the session is to reach an understanding on all points regarding allocations and other factors that are expected to come up at the Washington hearings.

Reissues Declined Further in 1952

Hollywood's well-publicized "bold new production programs" were responsible, it appears, for the further ebbing in 1952 of the reissue tide which threatened to reach flood proportions in the years between 1947 and 1950. There were as many reissues available last year as in previous years, but, as one distributor described the situation, "1952 was one of the worst years yet for old product."

As the year ended, eight major distributors had approximately 30 reissues available in 1951 as in previthe period from Jan., 1952, to March, 1953. Realart Pictures, which acquired 600 old Universal films several years ago, listed only five "new" reissues out of a total of 10 productions set for release between Aug. and Dec., 1952. Astor Pictures, a pioneer company in the reissue field, scheduled only eight for release in the last six months and has none coming up in 1953.

N. Y. Grosses

(Continued from page 1)

recorded at the Roxy, where $148,000 was taken in for the second week of "Stars and Stripes Forever" and the Ice-Colorama show.

"Come Back, Little Sheba" continued its record-breaking pace at the Victoria, with $55,000 forecast for its second week. At the Capitol, a terrific $100,000 was seen for the second week of Johnnie Ray on stage and "Against All Flags" on the screen.

Heavy 'Andersen' Grosses

The sixth week of "Hans Christian Andersen" at the Criterion and off-Broadway Paris theatres drew tremendous grosses, with $58,000 indicated for the Criterion and $24,800 for the latter house. A pretty good $22,000 was seen for the second week of "Ruby Gentry" at the Mayfair, while a nice $27,000 was expected for the 11th week of "Limelight" at the Astor.

The initial week of "Eight Iron Men" at the Globe brought a fairly good $18,500, while "Hiawatha" bowed out of the Bijou with a moderate $4,000 realized for the last four days of the second week.

A house record was broken at the Baronet by the second week of "The Importance of Being Earnest," which grossed $13,100. "The Promoter" continued its strong steady pace at the Fine Arts, with $11,300 indicated for its 10th week.

Capital Grosses Fair, Despite Adverse Weather Conditions

WASHINGTON, Jan. 5.—Capital exhibitors had mixed reactions to business over the New Year's holiday weekend. One operator of a neighborhood circuit said that business had picked up markedly over December, despite adverse weather conditions. He said receipts had been just about the same as the comparable period last year. Spokesman for three key downtown theatres said business had been "as good or better than last last year," despite the unfavorable weather factors.

However, a manager of another circuit with both neighborhood and first-run theatres, said that business "was very disappointing, not at all up to what we expected." He placed primary blame on the weather conditions.

Chicago First-run Business Continues at Excellent Pace

CHICAGO, Jan. 5.—Business was excellent again over the weekend at the first runs, although disappointing New Year's Eve except at the Chicago, where the ice show and "April in Paris" are expected to gross $55-60,000 for the second week after hitting $87,000 in its opening session; Telenews, where the Tri-Opticon program held to a good $20,000 after breaking the house record with an opening week of $31,000; and the Oriental, where "Million Dollar Mermaid" should do a robust $28,000 in its second week after clicking for $40,000 the first stanza. The outlook for the coming week is a bit less favorable as the temperature is dropping toward zero with a cold spell predicted for the next few days.

Kansas City New Year Business Is Up Five to 25% Over 1952

KANSAS CITY, Jan. 5.—New Year's Eve grosses were five to 25 per cent—mostly 10 to 20 per cent—better in area theatres than for that eve of 1952, and New Year's Day business showed the same range of gains. The weekend was even to 15 per cent ahead. The only variations in these reports is that in some situations New Year's Day showed greater gains than the eve. Good weather is credited with much of the fine showing, but a major factor is called the quality of feature. The big gain starting New Year's Eve followed a Christmas week volume not on the whole much if any greater than that for 1951, but called encouraging because there was not a decline.

UPT-ABC Merger Issue

(Continued from page 1)

and found no Paramount control of DuMont.

There is no way of telling how soon the Commission will issue its final decision in the case. Questioning showed that several commissioners were troubled about some key points on which there has been a great deal of testimony in record, such as the effect of the merger on the competition between home television and theatres, the DuMont control issue, and the transfer of licenses of radio and television properties formerly held by the parent Paramount company and now held by Paramount Pictures Corp. and UPT.

Many observers feel, however, that if the Commission's decision upholds the hearing examiner's it will be out with despatch. Should the FCC decide to change or overrule the examiner, however, the final decision will be delayed depending on the extent to which the Commission departs from the initial decision in making its final ruling.

The importance of the ultimate decision both to the public and to the Commission was underlined today by the presence among the spectators of Senator Tobey, chairman of the Senate Interstate Commerce Committee, who had criticized the decision and asked the Commission to study the case very carefully before putting out its final ruling.

Commissioner Webster made a particular point of questioning UPT attorney Duke Patrick on the method by which the radio and television properties held by the parent Paramount company were transferred to UPT and Paramount Pictures. The FCC broadcast bureau contended in its argument today that the transfer was made improperly without consulting the Commission and in a manner which flouted the Communications Act. He insisted that Patrick put on the stand UPT vice-president Robert O'Brien, who testified on the transfer in detail during the hearing. Patrick preferred to answer Webster's questions himself, explaining that the tax problem was an extremely important part of the transfer and that the method used in transferring control of the radio and television properties was the only tax free method available at the time of transfer. Webster insisted that the Communications Act should have been given consideration during the transfer. He wanted it on the record, he said, that he was inferring from Patrick's responses that the demands of the Communications Act could have been met in the transfer but that the Paramount companies "made a business choice" and did not meet the Communications Act rules.

The burden of the attack against the examiner's decision was carried today by the FCC's broadcast bureau which called approval of the merger "a step which will remake the film and television industries." Frederick Ford, head of the broadcast bureau, told the Commission that granting the merger would let loose in the field of television the same powerful forces and the same fertile field which gave rise to all the anti-trust cases in the motion picture industry. Ford declared that the Commission would have to look far into the future to see the effects of the merger but he didn't see how the Commission could do this now. Perhaps in five years, he said, the Commission could tell if the merger were in the public interest.

Another opponent of granting the merger, DuMont attorney William A. Roberts, declared in response to questioning from Commissioner Hennock that the examiner had not been completely free in writing his decision and was trying awfully hard to find a way to approve the merger. Roberts referred to the Commission's action of last August when it barred as evidence in the merger hearing any anti-trust activity on the part of the Paramount company occurring before August 1948.

Both Roberts and Paramount Pictures attorney Paul Porter were questioned at length by Hennock on the Paramount - DuMont control issue. Both attorneys declared that Paramount had no control of DuMont and that Dr. DuMont alone directed the policy and actions of the company. This statement was opposed in the argument of James Juntilla, broadcast bureau attorney, who told the Commission that control of DuMont was divided equally between the two factions—the Paramount directors on the DuMont board and the DuMont directors—and that neither group could gain ascendency.

All seven members of the Commission sat through the argument today. Many officers of companies involved in the proceeding were among the spectators, including Barney Balaban, Paramount president and Paul Raibourn, Paramount vice-president; Leonard Goldenson, president of UPT and O'Brien; Dr. Allen B. DuMont and Edward Noble, chairman of the board of ABC, and Robert Kintner, ABC president.

Phila. House Records Broken by 'Bwana'

PHILADELPHIA, Jan. 5. — "Bwana Devil" broke all records at the Aldine Theatre here in the first week of its engagement, drawing $36,961, it was disclosed, this despite a severe snow storm. The third-dimensional film is expected to break the gross engagement record at the theatre.

'Bwana' to Open at Warner's Allen In Cleveland on Jan. 22

CLEVELAND, Jan. 5.—"Bwana Devil" will open on Jan. 22 at Warner's Allen, the only house in this territory to book the three-dimensional film. Admission for the run will be boosted, it was reported.

Zukor

(Continued from page 1)

dinner are George Aurelius and Harry Nace, Philadelphia; E. V. Richards, New Orleans; John Harris, Pittsburgh; John Balaban and David Wallenstein, Chicago; John Blumenfeld, George Mann and H. Neal East, San Francisco; William Elsen, Minneapolis; Col. H. A. Cole, Dallas; Frank Newman, Seattle; Frank Ricketson, Denver.

List Distribution Chiefs

Distribution chiefs here for the event include James R. Grainger, Republic; Henry Herbel, Warner Brothers; Francis Bateman, Republic; Herbert McIntyre, RKO Radio; George Smith, Paramount; Herman Wobber, 20th-Fox.

In addition to the dinner, Paramount is giving Zukor a luncheon in the studio commissary Wednesday. Special guests will include the 80 oldest Paramount employes in the point of service.

City Drops Plan

(Continued from page 1)

examine the books of the laboratories.

Josephs' action followed a meeting between the controller and representatives of the laboratories at which the latter told Josephs that if such a tax were imposed on the footage that the labs would have to close up or transfer all their processing to branches in other cities. Josephs, it was said, apparently agreed with the laboratory men's arguments against the tax and called off the audit.

However, the city's action in attempting to collect an assessment from the distributors on negatives shipped East is still alive. A hearing on the assessment as it affects Fox Movietone News is scheduled to be held next Monday. The 20th Century-Fox subsidiary faces a $100,000 assessment.

No Lifting of TV Football Curb Seen

WASHINGTON, Jan. 5. — Restrictions on the telecasting of college football games are not likely to be relaxed by this week's meeting of the National Collegiate Athletic Association, executive director Walter Byers predicted.

The NCAA started a week-long convention here today. One of the top items on the agenda is the question of television of college games. NCAA has placed sharp curbs on these telecasts, over the objections of Pennsylvania and Notre Dame, and has incurred a Justice Department anti-trust investigation.

However, Byers pointed out that last year's curbs were adopted by a 163 to 8 vote, and indicated he doubted there would be any change this year. The NCAA television committee meets tomorrow and Wednesday and its report goes to the full membership at a meeting Friday.

Pilgrim in Boston Books Tri-Opticon

BOSTON, Jan. 5.—Sol Lesser's Tri-Opticon three-dimensional show will open at the Pilgrim Theatre here on Jan. 15, according to American Theatres' president Samuel Pinanski. It will be the first three-dimensional presentation in the New England area.

Our First Big 3 for '53 Are Super-Hitting At The Bo

Paramount's '53 Boom Is Off to a ZOOM!







Brotherhood Week's Silver Anniversary Feb. 15-22, 1953

Boxoffice As These Nationwide Reports Show:

REPORT: Full print capacity of holiday dates all Super-Hitting grosses paralleling 1947's never-to-be-forgotten "Road To Rio" highs!

REPORT: Four hundred New Year's Eve previews turn in absolutely sensational evidence that this is the Super-Hit of 'em all from today's Top Money-Making Stars (M. P. HERALD POLL)

REPORT: A Super-Hit at first two engagements, New York and L. A.! Records smashed as it's heaped with honors including New York Critics' Circle Award to Shirley Booth!

Date "BALI" Now! Get "THE STOOGE" in February! And "SHEBA" Soon After!

RKO Case

(*Continued from page* 1)

ductions and David J. Greene, who claims to own and control more than 78,000 shares, voiced no opposition to the delay.

Kipnis, who represents plaintiffs Eli B. Castleman and his wife, Marion V., of Detroit, and Louis Feuerman of this city, told the court that he needed the delay to study new affidavits by RKO Pictures officials, submitted on Friday. Affidavits, it was learned, were submitted by William Zimmerman, RKO Pictures general counsel, on the election of the new RKO Pictures board, and by C. J. Tevlin, studio production head, on production plans for 1953. Tevlin, in his affidavit, stated that the company is now in a position to produce a normal schedule of pictures for 1953.

Besides Kipnis and Zimmerman, those present included Albert R. Connelly, of Cravath, Swains and Moore, who represented RKO Pictures; Isadore J. Kresel, counsel for David J. Greene, and Judge Samuel J. Rosenman, representing Goldwyn Productions.

Manos Closes 2 Houses

COLUMBUS, O., Jan. 5.—Manos Enterprises has closed the only two film houses in the 7,500-population Jefferson County town of Toronto, O., claiming that the city admission tax has made operation unprofitable. Voters at the November election refused to kill the tax. The levy amounted to two cents per adult ticket and one cent for a children's admission.

Zanuck Slates 36

(*Continued from page* 1)

with Robert L. Jacks producing; "The Story of Demetrius," produced by Ross; "King of the Khyber Rifles," Frank P. Rosenberg producing; Irving Berlin's "There's No Business Like Show Business," Walter Lang directing; "The Egyptian," Zanuck's personal production for the year which will star Marlon Brando, and "Sir Walter Raleigh."

Notes Finished Films

Zanuck also pointed to the already-completed pictures scheduled for release in coming months.

In addition to the current "Stars and Stripes Forever," with Clifton Webb and Debra Paget and "My Cousin Rachel," which stars Olivia de Havilland, the impending releases include:

"Niagara," Technicolor, starring Marilyn Monroe, Joseph Cotten and Jean Peters, produced by Charles Brackett, directed by Henry Hathaway; "Call Me Madam," Technicolor, produced by Sol C. Siegel, directed by Walter Lang and starring Ethel Merman, Donald O'Connor and George Sanders; "Destination Gobi," Technicolor, produced by Stanley Rubin, directed by Robert Wise and starring Richard Widmark.

Also, "The President's Lady," produced by Siegel, directed by Henry Levin and starring Susan Hayward and Charlton Heston; "Fight Town," Technicolor, produced by Leonard Goldstein, directed by Harmon Jones and starring Jeanne Crain and Dale Robertson; "Tonight We Sing," Technicolor, produced by George Jessel, directed by Mitchell Leisen and starring David Wayne, Ezio Pinza and Roberta Peters; "Man On A Tightrope," produced by Robert L. Jacks, directed by Elia Kazan and starring Frederic March, Terry Moore, and Gloria Graham; "Taxi," produced by Samuel G. Engel, directed by Gregory Ratcff and starring Dan Dailey and Constance Smith; "Baptism of Fire," produced by William Bloom, directed by Robert Webb and starring Victor Mature.

"Titanic," Technicolor, produced by Charles Brackett, directed by Jean Negulesco and starring Clifton Webb, Barbara Stanwyck, Robert Wagner and Thelma Ritter; "Sailor of the King," produced by Frank McCarthy, directed by Roy Boulting and starring Jeffrey Hunter and Michael Rennie; "The Desert Rats," produced by Robert L. Jacks, directed by Robert Wise and starring James Mason, Richard Burton and Robert Newton; "Powder River," Technicolor, produced by Andre Hakim, directed by Louis King and starring Rory Calhoun and Corinne Calvet.

"The Farmer Takes A Wife," Technicolor, with Frank P. Rosenberg producing, Henry Levin directing and starring Betty Grable and Dale Robertson; "Gentlemen Prefer Blondes," Technicolor, produced by Siegel, directed by Howard Hawks and starring Jane Russell and Marilyn Monroe; "White Witch Doctor," produced by Otto Lang, directed by Henry Hathaway and starring Susan Hayward and Robert Mitchum.

Other 20th Century-Fox pictures scheduled to go before the cameras during 1953 include "A Man Named Peter," which Samuel G. Engel will produce; "How To Marry A Millionaire," with Nunnally Johnson producing; "The Reno Brothers," produced by Robert L. Jacks; "All of Me," starring Johnnie Ray, to be produced by Leonard Goldstein; "Gatling Gun," with Richard Widmark; "Happy Scoundrel," with Clifton Webb and "The Kid From Left Field," all produced by Goldstein; "Twelve-Mile Reef," produced by Robert Bassler and directed by Robert Webb, and "The Proud Ones," produced by Frank P. Rosenberg.

Percentage Actions

(*Continued from page* 1)

and Universal against Guy A. Troyer and Otis K. Engen, operating the Lyric Theatre in Rugby, N. D., and the other actions by RKO Radio, Paramount, Warner and 20th-Fox against Carter S. Troyer operating the State Theatre in Bottineau, N. D. The order in each instance requires the production of theatre records for each day of operation from Jan. 1, 1941 to Feb. 26, 1952 when the suits were filed.

The court had previously denied all motions by the exhibitor-defendants to dismiss the actions on the ground that there was less than $3,000 involved in each action and on the ground that a proper claim for recovery was not asserted. Another motion of the exhibitor-defendants denied sought various additional details with respect to the complaint of each distributor.

David H. Shearer of Shearer, Byard, Trogner & Peters of Minneapolis, represents the distributors with Sargoy & Stein, New York, of counsel.

TOA Meeting

(*Continued from page* 1)

from his home in Nashville to attend today's meeting of the National Exhibitors Theatre Television Committee, said that the wave of interest in third dimension pictures, as evidenced by the business being done by pictures in "3-D," warrants a thorough study of the new medium. He further predicted that the future of the motion picture theatre could lie in theatre television. The various developments in tri-dimensional pictures, Cinerama and theatre television might well mean the end of one era in the history of the industry and the beginning of a new one, he added.

The directors and members of the executive committee will attend a showing of "This Is Cinerama" at the Broadway Theatre on the night of Jan. 26 and may witness a screening of "Bwana Devil," made in Natural Vision, on the afternoon of the same day if a print can be obtained.

U.S. Stake

(*Continued from page* 1)

ment to support reduction or repeal of the admission tax, and that he doubted the matter would be up for consideration by the committee any time very soon. Nonetheless, Kean has always been counted among the Ways and Means committeemen most lukewarm on admission tax relief, and his interest today, demonstrated by a special two-page press release outlining the figures presented him, indicates a marked change in his attitude.

Two members of the Ways and Means Committee—Rep. Dingell (D., Mich.) and Rep. Mason (R., Ill.)—introduced bills in the opening session of Congress Saturday to eliminate the admission tax. A third lawmaker, Rep. Wickersham (D., Okla.), introduced a bill to reduce the tax to 10 per cent.

The figures on the New Jersey situation were presented to Kean by George Gould, chairman of the Federation of New Jersey Theatres, to show the plight of New Jersey exhibitors due to competition from television and other factors. Examples given the Congressman were the Hawthorne Theatre in Newark, which has suffered an attendance drop of about 80 per cent since 1948, and the Cameo Theatre in South Orange, where business fell about 60 per cent.

Kean said Federal admission taxes paid by the Cameo had dropped from about $18,108 in 1948 to about $9,000 in 1952, a substantial loss to the Federal government. The Hawthorne's tax payment, he said, fell from $20,450 in 1948 to about $6,000 last year.

Although total national admissions tax receipts have also fallen off since 1948, the drop was not nearly as sharp as for these two theatres, Kean pointed out. "It should be interesting to see how other theatres throughout the nation have fared," he said. "Certain areas do not have television coverage now. But with the unfreezing of new television frequencies, nearly every area with substantial population will be included in television coverage."

Polio Drive Results

(*Continued from page* 1)

Boasberg of RKO Radio Pictures, Charles Feldman of Universal-International, Robert Benjamin of United Artists, Ben Kalmenson of Warner Brothers, Abe Montague of Columbia Pictures, James Grainger of Republic, a representative of Paramount Pictures, and Chick Lewis representing the trade press.

The executives will report on and deliver the drive donations for their companies and company employes. Donations from vendors, associates and others with whom each firm does business, will also be tallied at the meeting.

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'Last Minute' Meet Slated On Arbitration

Lawyers to Confer As Allied Session Nears

A last-minute meeting of company lawyers, prior to national Allied's board meeting in New Orleans, on the status of arbitration may be held in New York before the end of the week, it was reported yesterday. While a meeting has not been called officially as yet, it was indicated that a session would be held in order to clarify certain facets within the distributors' conception of an arbitration system for the industry.

While it has been believed generally that arbitration would be a major topic for discussion

(*Continued on page 6*)

U.S., Rank's Film Ads Are Withdrawn From British Papers

By PETER BURNUP

LONDON, Jan. 6.—Led by M-G-M's Sam Eckman, Jr., a group of American managers here have withdrawn all display advertising from Lord Beaverbrook's *Evening Standard* and *Sunday Express*, Lord Kemsley's *Sunday Graphic* and the Odham's *The People*.

At the same time, though in what

(*Continued on page 6*)

Sees 'Ike' Bringing Improved Conditions

Albany, N. Y. Jan. 6.—The feeling of "general contentment" among the American people since the election of General Dwight D. Eisenhower as President and the air of confidence in the business world which the incoming Administration has created should stimulate motion picture grosses this year, Warner zone manager Charles A. Smakwitz believes. He thinks that the public will spend money more freely than it has for several years past, and that the film industry will share in this.

Outlook Is Rosy for Canadian Film Industry, the Same Hue As in '52

Ottawa, Jan. 6.—While official returns may not be available for a considerable period, it is learned that operating results of Canadian motion picture theatres during 1952 were at least as good, if not slightly better in many regions than in 1951.

In addition, with top officials of the Canadian government forecasting another good economic year for 1953, including higher employment, the outlook for theatre attendance is even better for coming months. Television is not expected to produce any marked effects on theatre attendance in Canada in 1953, judging from experience in areas where television is already in existence.

"So far there has been no marked effect in our operations because of television in the Toronto area," stated J. J. Fitzgibbons, president of Famous Players Canadian Corp. In Montreal, there has been a similar experience.

Under the circumstances, Canada's theatre attendance in 1953 is generally expected to at least equal 1952.

E. Penn. Allied Rejoins National Association

After several years as an independent unit, Allied Independent Theatre Owners of Eastern Pennsylvania has resumed full membership activity in national Allied. This was announced here yesterday in a joint statement by Wilbur Snaper, national Allied president, and Sidney Samuelson, president of the Eastern Pennsylvania organization.

The Pennsylvania group severed its connections with the national organization reportedly over differences regarding the payment of dues. Reinstatement of the unit came up at the national Allied convention in 1951 in New York, but no decision was reached. The issue again was placed before the national board at the Chicago convention last November, when Irving Dollinger of New Jersey was delegated to confer with Samuelson on the settlement of the dispute.

It is expected that Eastern Pennsylvania will send delegates to the national board meeting in New Orleans next week.

Films Aid Freedom, Skouras Says Here At Industry Tribute

Motion pictures as a weapon in aiding this country's global program in behalf of freedom was underscored here last night by Spyros P. Skouras, president of 20th Century-Fox, in an address to 115 industry executives at a dinner in his honor at the Metropolitan Club.

Skouras, who recently returned from a 69-day tour of the Far East and Europe, declared that if there were more theatres in those lands, the mission to bring peace and en-

(*Continued on page 6*)

Lees Head Cites Theatre TV Use

Commercial "off-hour" theatre television was commended here yesterday as "a dynamic new form of nationwide communication," by J. L. Eastwick, president of James Lees & Sons, the carpet manufacturing firm which on Dec. 8 theatre telecast its national sales convention from Coast-to-Coast.

Eastwick, basing his conclusion on

(*Continued on page 6*)

Rembusch Reelected Indiana Allied Head

INDIANAPOLIS, Jan. 6. — Trueman Rembusch, despite protests that he wasn't a candidate, was reelected president of the Allied Theatre Owners of Indiana for the eighth consecutive year by the board of directors meeting here today. The election had been postponed from the state convention last month in an effort to get Rembusch to serve.

Marc J. Wolf was elected vice-president; Ted Mendelssohn, treasurer; William A. Carroll, executive secretary.

The board voted to hold a series of

(*Continued on page 3*)

3-Dimensional Strides in '53 Seen by Zukor

Pioneer Also Predicts Plan for Arbitration

HOLLYWOOD, Jan. 6. — Greater strides in the development of three-dimensional films and an effective system for settling intra-industry problems were predicted for 1953 by Adolph Zukor. He is here from New York to be feted in observance of his 80th birthday tomorrow and his 50th year in the film industry. The industry will pay homage to the pioneer showman and chairman of the board of Paramount Pictures at a



Adolph Zukor

(*Continued on page 6*)

1,000 on Coast to Attend Tonight's Tribute to Zukor

HOLLYWOOD, Jan. 6.—One thousand persons will attend tomorrow night's dinner at the Hollywood Palladium in honor of Adolph Zukor, Paramount board chairman, marking his 80th birthday and his forthcoming 50th anniversary as a showman.

First of the day's events will take place in the forecourt of Grauman's

(*Continued on page 6*)

Dec. Theatre Closing Proposed in Ia.-Neb.

Des Moines, Jan. 6.—Serious consideration of a proposal to close Iowa-Nebraska theatres from Dec. 15 to 25 is asked of members of Allied of Iowa and Nebraska by Charles Jones, secretary, in the current organizational bulletin.

Jones contends money could be saved by the closing, that it would attract publicity and that the public's appetite for films would be whetted.

Personal Mention

ALFRED STARR, president of the Theatre Owners of America, left here yesterday for Nashville, Tenn.

•

ERNIE WARREN, 20th Century Theatres' Ottawa district manager and manager of the Elgin Theatre there, has returned to his home in that city, via his own plane, from Daytona Beach, accompanied by MRS. WARREN.

•

H. M. RICHEY, M-G-M exhibitor relations head, will leave here at the end of the week for New Orleans to speak before the Gulf States Allied convention to be held on Jan. 13-14.

•

N. J. BLUMBERG, Universal board chairman, announces the birth of a son to his daughter, MRS. STANLEY MEYER, at St. John's Hospital in Santa Monica, Cal.

•

SAM YELLEN of Midland Properties, Inc. of Buffalo is recovering from a heart attack in Millard Fillmore Hospital there.

•

DAVID E. ROSE, producer, will arrive here from Hollywood tomorrow and will leave for England on Saturday.

•

CHARLES KING of Exhibitors Service, Jacksonville, has returned to his desk after recuperating from illness.

•

JOHN MCGRAIL of the Universal exploitation department will be in Hartford today from New York.

•

WILLIAM H. WRIGHT, M-G-M producer, will leave here for Hollywood today.

•

LEWIS L. STRAUSS has been named a director of RCA and of NBC.

Record $50,000 For 'Jazz Singer'

MIAMI, Jan. 6.—Warner Brothers' "The Jazz Singer" continues its record-breaking pace in its dual special engagement at the Beach Theatre, Miami Beach, and the Paramount, Miami, with a record gross of $50,000 anticipated for the first week, ending tomorrow night at both houses. This indefinite run is the first engagement of the film following its world premiere at the Fox Beverly Theatre in Beverly Hills.

David Beznor Appointed

MILWAUKEE, Jan. 6.—David Beznor, general counsel of the Colosseum of Motion Picture Salesmen of America has been appointed a vice-chairman of the film industry committee's participation in "National Brotherhood Week."

Bill Trambukis' Father

HARRISBURG, Pa., Jan. 6.—Manuel Trambukis, 59, father of Bill Trambukis, manager of Loew's Theatre here, died on Dec. 28 in Providence.

Variety Clubs Elect, Induct New Officers for 1953

New officers are being elected and inducted in additional tents of Variety Clubs. Formal ceremonies are marking the installations of the new heads in several of the tents, the events being observed with banquets and luncheons.

Marc J. Wolf, former chief barker of the international organization, has been elected chief barker of Indianapolis Tent No. 10. Other officers are Trueman Rembusch, first assistant chief barker; William A. Carroll, second assistant; Burdette Peterson, dough guy, and Barney Brager, property master. Elected to the board were Ted Nicholas, Al Blocher, Joe Cantor, Dale McFarland, Sam Kaplan, Dr. M. Sandorf, Abe Gelman, Claude McKean, Russ Brentlinger, Wolf, Peterson, Carroll, Brager and Rembusch.

Robert G. Gump has been elected chief barker of Dayton Tent No. 13, succeeding William E. Clagg. Others elected were Harry H. Nolen, first assistant, and Dr. A. J. Denlinger, second assistant chief barkers; William O'Donnell, property master, and Paul E. Swinger, dough guy.

Dewey Michaels will be installed as chief barker of the Buffalo Tent at a dinner in the Hotel Statler on Sunday. International chief barker Jack Beresin of Philadelphia, and Marc Wolf will attend the ceremonies. Billy Keaton and Marvin Jacobs will be installed as first and second assistants, respectively; Robert Hayman, dough guy, and W. E. J. Martin, property master.

In St. Louis, Edward B. Arthur was installed as chief barker of Tent No. 4 at a luncheon meeting in the Sheraton Hotel. Al Poos and Herb Bennin were installed as first and second assistants, respectively; Paul Krueger was named dough guy, and Dick Fitzmaurice, property master.

Ben Berger has been reelected chief barker of Minneapolis Tent No. 12. Others reelected were LeRoy Miller and George Granstrom, first and second assistants, respectively; Sim Heller, dough guy, and Tom Burke, property master.

An induction dinner will be held this month in Las Vegas by Tent No. 33 for its new slate of officers, headed by Jake Kozloff, chief barker, who succeeds Benny Goffstein. Ernie Cragin and Robert Cannon are the new first and second assistant chief barkers; Arch Loveland, dough guy; Eddie Fox, property master, and Eugene Murphy, press guy.

In Toronto, R. W. Bolstad has been reelected chief barker of Tent No. 28.

MGM Sales Meet In Chi. Tomorrow

Charles M. Reagan, general sales manager, will hold a three-day meeting of M-G-M sales managers in Chicago starting tomorrow. The meeting is in the nature of a periodic get-together of field and home-office sales executives.

In addition to Reagan, the home-office sales executive staff will be represented by Edward M. Saunders, assistant sales manager, and John P. Byrne, Eastern sales manager.

From the field will be Rudolph Berger, Southern sales manager, from Washington; John S. Allen, Southwestern sales manager, Dallas; John J. Maloney, Central sales manager, Pittsburgh; Burtus Bishop, Jr., Midwestern sales manager, Chicago, and George A. Hickey, Western sales manager, Los Angeles.

Montague Presides At Columbia Meet

A. Montague, Columbia Pictures' general sales manager, and his home office sales cabinet, met here yesterday with all of the company's domestic division managers to complete the ground work in preparation for Columbia's sales meeting on "Salome," scheduled for the Hotel Drake, Chicago, on Friday and Saturday of next week.

In addition to Montague at yesterday's meeting were Rube Jackter, assistant general sales manager, home office sales executives Louis Astor, George Josephs, Louis Weinberg and Irving Wormser and the following division managers: N. J. Cohn, New York; H. E. Weiner, Eastern Pennsylvania and Southern New Jersey; I. H. Rogovin, New England; S. A. Galanty, Mideast; Carl Shalit, Central; B. C. Marcus, Midwest; R. J. Ingram, Southeastern; Jack Underwood, Northeastern; L. E. Tillman, Northwestern.

Coin Boxes Collect $10,000 for Hospital

More than $10,000 was collected for the Will Rogers Memorial Hospital through the coin boxes displayed in approximately 2,500 cooperating theatres during the initial two-month span of the project. The plan was introduced by Joseph Vogel and executed by Loew's Theatres.

The second distribution of the collection boxes has been completed by National Screen Service, with approximately 4,000 houses now cooperating. Estimates indicate that the initial amount collected will be doubled when the added theatres are reported at the next "change-over" time, about Feb. 15.

Wife of George Brown

HOLLYWOOD, Jan. 6. — Kathryn B. Brown, wife of George Brown, well known industry advertising-publicity executive, died suddenly last night at her home in Palm Springs, Cal., where her husband owns and operates the La Serena Hotel. Brown formerly was advertising-publicity director of Columbia, and held executive posts with other major companies here and in the East. Services will be held in Palm Springs on Thursday.

Lem Jones Named Head of 20th-Fox's Short Subject Sales

Lem Jones has been appointed short subjects sales manager of 20th Century-Fox, it was announced by Al Lichtman, director of distribution for the company. Jones, who has been a sales executive of the company, will be assisted by Phil Williams.



Lem Jones

Jones joined 20th Century-Fox in March, 1945, after being press secretary to the late Wendell Willkie during his Presidential campaign, and also to Governor Thomas E. Dewey, when Dewey was New York's district attorney. Previous to these posts, Jones was a member of the staff of the New York *Herald Tribune*. Since affiliating with 20th Century-Fox, Jones has served as assistant to company president Spyros P. Skouras and in several executive sales posts.

Jones replaces Peter J. Levathes, who resigned as short subjects sales manager last week to become a vice-president of Young and Rubicam.

Hall to Introduce Water Spectacle

A giant new European fountain spectacle, the construction for which cost an estimated $250,000, will be introduced on the stage of the Radio City Music Hall beginning Jan. 15.

The spectacle, called "Dancing Waters," will feature more than 38 tons of water erupting in 4,000 jets to the height of 30 feet above stage level. Among the water designs which will be obtained by the display will be a "Pipe Organ Ballet," a "Fire Cascade," a "Magic Flower Vase" effect, and a "Dance of the Water Curtains."

Inaugural Show at Loew's D.C. Capitol

WASHINGTON, Jan. 6.—Loew's Capitol Theatre has been pressed into use for part of the Eisenhower inaugural festivities. The Inaugural Committee has planned a huge festival with top bands and other entertainment, for Monday evening, at the Uline Arena. However, demands for tickets are so great that the committee has arranged for a repeat performance of the show later in the evening at the Capitol.

Overman to RKO Radio

Milton Overman, veteran industry publicist, has joined the exploitation staff of RKO Radio, it was announced by Leon Brandt, exploitation manager. He will leave immediately for Washington, where he will assist Allen Hodshire and Hank Howard in completing arrangements for the world premiere of Frederick Brisson's "Never Wave At A Wac."

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald: Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Says Film Ridicule Can Combat 'Reds'

Spokane, Jan. 6. — Eric A. Johnston, president of the Motion Picture Association of America, speaking before the Spokane Chamber of Commerce, stated "It is inherent in the world of Communism that there must be world dominance. We must look at it as a long-term period of difficulty for which there are no magic formulae." He said pictures can effectively combat Communism through ridicule, but can accomplish little through propaganda.

Touching on problems of the industry, Johnston predicted a "marriage" between television and motion pictures in the near future.

Mexico's Minimum Screen Time Illegal

MEXICO CITY, Jan. 6.—The trade scored what it hails as a singular victory against a prime clause of the new Cinematographic Law when Federal Judge Ignacio Burgoa here granted groups of exhibitors an injunction against enforcement of the clause which demands a minimum of 50 per cent playing time for Mexican pictures throughout Mexico.

Agreeing with the exhibitors that this clause is unconstitutional in that it prevents free trade, Judge Burgoa remarked that the enforced exhibition of Mexican pictures would oblige the public to pay its money to see inferior quality films. He declared that there is nothing in Mexican law that in any way obliges exhibitors to screen pictures they do not consider to be good, any more than there is any demand that any merchant or businessman buy goods that he does not want.

Judge Burgoa also said that this enforced 50 per cent playing time demand violates the very spirit of the Cinematographic Law which is to "aid the cinematographic industry and elevate its moral and artistic standards."

The judge, too, granted an injunction against the clause that places all production in charge of the government, through the Ministry of the Interior, top administration department. He considered that clause unconstitutional because it establishes a monopoly which the Constitution forbids.

AA Gets $1-Million Revolving Loan

HOLLYWOOD, Jan. 6.—The completion of a new credit agreement with Bankers Trust Co., New York, and Security-First National, Los Angeles, providing for a one-year revolving loan up to $1,000,000, and also permitting guarantees up to $500,000 covering bank loans to producers releasing through Allied Artists, was announced today by Steve Broidy, president, and George D. Burrows, executive vice president and treasurer.

The signing of the new loan agreement followed the complete liquidation of previous loans participated in by the above banks together with the Bank of Manhattan, New York, and California Bank, Los Angeles.

Majors Upheld In Crest Case

BALTIMORE, Jan. 6.—The U. S. fourth circuit court of appeals at Charlotte has affirmed a lower court decision against the Crest Theatre, Baltimore, which had sued eight distributors in a case involving first-run product.

The appeal was filed by Crest after a Federal Court jury last May decided the eight defendants were not violating anti-trust laws in granting first-run rights only to seven downtown theatres. Today's decision was handed down by Judges Morris Soper and Armistead Dobie.

The case was appealed in the name of Theatre Enterprises, Inc., operator the Crest. The Baltimore group claimed $205,000 damages, trebled under the Sherman and Clayton acts and another $52,000 trebled on an alternative claim that it was damaged by alleged discrimination in prices and clearance for second-run pictures which it had been able to obtain after being denied first-run rights.

WSB Okays Contract Of SEG, Producers

HOLLYWOOD, Jan. 6.—The Screen Extras Guild's new contract with the Society of Independent Motion Picture Producers, the Independent Motion Picture Producers Association, and other unaffiliated independent producers has finally been approved by the Wage Stabilization Board in Washington, and as a consequence the Guild will get a second windfall in retroactive wage increases.

Union officials said they could give "no accurate" estimate of the total amount of retroactive pay, which will date from last April 14. However, it was noted that the collective-bargaining contract made with the major studios and approved by the WSB had brought the extras "between $750,000 and $1,000,000 in retroactive pay."

NETTC Prepares for FCC TV Hearings

Plans for the industry's presentation at the Federal Communications Commission theatre television hearings, which resume on Jan. 26 in Washington, were discussed here yesterday at a meeting of the National Exhibitors Theatre Television Committee.

The meeting, under the chairmanship of Si Fabian, also briefed those attending on the technical phase of the hearings, which were held last October. Among those on hand were Alfred Starr, president of Theatre Owners of America; Mitchell Wolfson, former TOA president; Jay Ravinowitz, of United Paramount Theatres, and Wilbur Snaper, national Allied president.

Arnall to Preside at SIMPP Coast Meet

HOLLYWOOD, Jan. 6.—Society of Independent Motion Picture Producers president Ellis Arnall, who arrived here today, will preside at a special luncheon of the executive committee on Thursday. Although the agenda is described as routine, the possible acquisition of the services of John P. McCarthy in a capacity similar to the one he formerly occupied with MPAA is expected to come up for discussion.

TV Cited by Jolliffe As a New Industry

The emergence of theatre television into a new industry and service, providing large-screen viewing in nearly 100 locations from Coast-to-Coast, was listed here by Dr. C. B. Jolliffe, vice-president and technical director of RCA in a selection of the 10 oustanding achievements in radio-electronics and television during 1952.

SAG, N.Y. Producers Resuming Pact Talks

The Film Producers Association of New York and the Screen Actors Guild will resume collective bargaining negotiations here on Monday covering actors and announcers used in television film commercials. In a joint announcement, it was stated that the SAG and the New York producers would "engage in continuous open-minded bargaining on all points in dispute in the hope of reaching an agreement on a collective bargaining contract."

In answer to inquiries on the Coast, John Dales, Jr., SAG executive secretary, said that the guild's strike against all producers of TV film commercials would continue until the dispute had been settled.

Kenneth Thomson, William Berger and Dales will come here from Hollywood for the conferences, representing the SAG. John Wheeler, attorney for the New York producers, will represent that group. Also sitting in on the parleys will be Paul Giles, chairman of the New York Council of the SAG; Florence Marston, Eastern representative, and Herman Gray.

Rembusch Reelected

(*Continued from page 1*)

regional meetings and film clinics, to open Jan. 27 in Fort Wayne under the chairmanship of Al Borkenstein. Members of Kentucky Allied will be invited to attend a similar event March 24 at New Albany, with Sam Switow as chairman. Other regional meetings will be held at Evansville and Terre Haute, on dates to be set later.

A resolution carried over from the convention that would provide a system for exchanging information on film allocations, rental terms, etc., was tabled again for further consideration.

Kodak Registers 2 Firms

ALBANY, N. Y., Jan. 6.—Kodak Processing Laboratory, Inc., has registered a certificate to conduct a photography business in Rochester. Incorporators are Edward S. Farrow, Cornelius J. Vanniel and Milton K. Robinson, of Rochester.

Eastman Chemical Products, Inc. also registered a certificate, to conduct a chemical business in Rochester. Incorporators are Robinson, Robert L. Churchill and Farrow.

'U' Short Preview

Universal held a special press preview of "Out of the Earth," a short subject concerning oil and Saudi Arabia, yesterday at the Delmonico Hotel here.

National Pre-Selling

"THE JANE WYMAN STORY" is told in the Jan. 10 issue of *Collier's,* highlighted by a full-page, four-color picture of Jane dancing an African ritual dance called the Zambesi. The picture was taken on the set of Columbia's "Let's Do It Again," which will be released this summer. Color pictures are also used showing Jane running the gamut of emotions in movies released during the past few years. She is pictured as a deaf-mute, as a shy cripple and as the wife of the great humorist in "The Story of Will Rogers." Also in this issue is a quarter-page ad on Barbara Stanwyck's new M-G-M picture, "Jeopardy."

•

Motion picture editors at the turn of the year often pick 10 rising stars who they think show the greatest promise. In the Jan. 4 issue of *Pictorial Review* Louella Parsons lists her choices. They are Elaine Stewart, Rosemary Clooney, Jeffrey Hunter, Danny Thomas, Peggy Lee, Aldo Ray, Audrey Hepburn, Robert Wagner, Anna Maria Alberghetti and Dewey Martin.

•

In the Jan. 12 issue of Life *there is a review of "Forbidden Games," the French production now playing at the Little Carnegie Theatre here and released by Times Film Corp. The picture was recently picked by the New York Film Critics as the best foreign picture of the year.*

•

"Movies-of-the-Month," chosen by the motion picture editor of *American Magazine,* are represented in full color and black and white pictures in the January issue. The eight picked are: "Lili," with Leslie Caron; "My Cousin Rachel," with Olivia De Havilland; "April in Paris," with Doris Day; "Never Wave at A WAC," starring Rosalind Russell; "Thunder in the East," with Charles Boyer; "Return to Paradise," starring Gary Cooper; "Meet Me at the Fair," with Dan Dailey, and "Last of the Comanches." Also in this issue is a one-half page full-color ad on "Hans Christian Andersen" and a one-quarter page ad for "The Bad and the Beautiful" on the index page.

•

The Jan. 18 issue of *American Weekly* has two full-color pictures of Rita Hayworth as she appears in Columbia's top picture, "Salome." Rita considers the dance of the seven veils a dramatic highlight of the picture, "the finest and most artistic dance" of her entire career.

•

"Moulin Rouge," John Huston's new color film starring Jose Ferrer, has been selected as one of the dozen best films of the year, along with three other United Artists pictures—"High Noon," "The African Queen" and "Breaking the Sound Barrier"— by Time Magazine *in its current issue. Reviewed in the same issue, "Moulin Rouge" is acclaimed as "a Lautrec painting come to life: it has the nervous, whip-cracking line, the absinthe bite, the very color of corruption of Lautrec's Paris." "Moulin Rouge" is in its pre-release premiere at the Fox Wilshire Theatre in Los Angeles and will have its New York premiere at the Capitol Theatre.*

WALTER HAAS

To Bring You Up-to-date On the Fabulous



SUCCESS STORY OF M-G-M's "IVANHOE"

The pre-release first-run engagements of colossal "IVANHOE" have written a bright new page in box-office history.

At a time when this industry needed the stimulation of a truly gigantic attraction, M-G-M brought to packed houses the Technicolor wonders of Sir Walter Scott's famed novel. Here on the big theatre screen the fans gasped at the cavalcade of Knights, the spine-tingling

(*continued*)

duels-on-horseback, the storming of besieged castles, the romances of heroes and fair ladies, the beauty and terror of the Glory Age, all of it filmed in magnificent Technicolor in the actual locations of the story.

M-G-M's barrage of advertising and exploitation reverberated throughout America, in national magazines, in tremendous newspaper campaigns, on the air, everywhere.

The amazing extended run record of "IVANHOE" is evidence of its mass appeal and its penetration from coast to coast. Here are some of the long runs:

At Press Time: 11 weeks in Cleveland, Philadelphia, Detroit; 8 weeks in Chicago, New York City; 7 weeks in Pittsburgh, Miami, Miami Beach, San Francisco, Los Angeles (*2 theatres*); 6 weeks in Washington, D. C., Minneapolis, Oakland; 5 weeks in Boston, Mass. (*2 theatres*), Buffalo, Baltimore, St. Louis, Seattle; 4 weeks in Atlanta, New Orleans, Houston, Kansas City, Oklahoma City, Tulsa, Toledo, Omaha, Salt Lake City; there were more than 35 cities where it played 3 weeks and 75 cities where it played 2 weeks, with one week stands in many others.

Millions of Americans await the opportunity to see this greatest attraction of our time, millions who have seen it are eager to enjoy its spectacular thrills again.

In response to exhibitor requests that "IVANHOE" be placed in regular release, we are happy to make it availabe for general showing on February 20th.

(A date to remember. Brotherhood Week's Silver Anniversary Feb. 15-22)

Ads Withdrawn

(Continued from page 1)

spokesman for J. Arthur Rank insisted was an unrelated move, the Rank Organization gave notice to the Beaverbrook Group that its display advertising also would be withdrawn from the *Evening Standard* and *Sunday Express*.

The action by Eckman traces to the treatment accorded this year's Royal Film Performance picture, M-G-M's "Because You're Mine," by reviewers and columnists of the papers in question. The action by other American managers comes as a long contemplated retort to consistent sniping and sneering at American films and the industry by writers for the papers.

Rank's spokesman said the step was being taken by the Organization "on the advice of our market research people who decide which is the most suitable medium through which to appeal to the film-going people."

The newspapers involved have an aggregate circulation of about 12,500,000. Value of the display advertising concerned runs in the neighborhood of £250,000 ($700,000) a year.

Beaverbrook's morning newspaper, the widely-circulated *Daily Express*, which was not involved in the Rank-Eckman action, promptly announced that it would be "embarrassed" if it were the only newspaper in the group to carry film advertising, and dropped the ads forthwith.

Another reaction was a savage, vitriolic attack by Beaverbrook's critic-writer Leonard Mosley on what he called the "bashings, brutality and lubricity" of Hollywood "poison films."

Observers here believe that more of the same is to be expected but signs already are to be discerned that in the very near future there will be a get-together between publishers and industry leaders. The latter ask only that there be less spleen and spite from the irresponsible sections of the pampered critical faculty.

Skouras Tribute

(Continued fram page 1)

lightenment to the world would be more easily accomplished.

Other speakers were Harry Brandt, who was toastmaster, and Si Fabian, president of Fabian Enterprises. Both paid tribute to Skouras on behalf of the assembled guests. Skouras was also commended for his devotion to and activity in behalf of philanthropic causes and his vision and foresight in pioneering in such improvements as Eidophor.

Basing his comments on the tour which took him to 22 countries, Skouras said the industry should be organized with as much care for the great mission it has to fulfill as any other American industry or government agency. Industry and government representatives abroad must be thoroughly familiar with the history and backgrounds of the countries in which they serve, and they must familiarize themselves with the language, he added.

Organization and business statesmanship must be utilized, he continued, along with the distribution of a well-rounded program of films which portray the American life as it is. Skouras also mentioned his trip to Switzerland, where he consulted with Swiss engineers on late refinements in 20th's Eidophor CBS color theatre television system, which is expected to be in operation in U. S. theatres before 1954.

1,000 at Zukor Tribute

(Continued from page 1)

Chinese Theatre where Zukor, who founded the star system, will join Hollywood's Hall of Fame when he implants his foot and hand prints alongside many screen immortals to whom he gave their first opportunity and brought lasting fame. Zukor will place his prints alongside those of Mary Pickford, his first important star discovery.

The first company executive to be so honored, he will be assisted in the ceremony by Charles P. Skouras, president of Fox-West Coast, and Rosemary Clooney, Paramount star.

Veteran Paramount employes, most of whom began their careers under Zukor's leadership, and studio officials and stars will honor Zukor at a luncheon in the studio restaurant tomorrow. Eighty of the oldest studio employes in point of service will attend the event.

An all-star entertainment group has been assembled under the direction of Rouben Mamoulian for the 80th birthday celebration dinner. At the speakers' table will be Mary Pickford, Mayor Fletcher Bowron of Los Angeles, Cecil B. DeMille, Jesse Lasky and others. Bob Hope will preside as master of ceremonies, and will have with him top-name entertainers Dean Martin and Jerry Lewis, Marge and Gower Champion, Jane Powell, Howard Keel, Rosemary Clooney, Nelson Eddy, Mary Pickford, Donald Duck in the person of Clarence Nash and William (Hopalong Cassidy) Boyd.

Other outstanding personalities in the film industry who are expected to attend are Roy Brewer, Dorothy Lamour, Brod Crawford, Glenn Ford, Laura Elliot, Janet Gaynor, Rex Allen, Edward Arnold, Theda Bara, William Bendix, Tony Curtis and Janet Leigh, Donald Crisp, Judy Canova, Bill Demarest, Helen Ferguson, William Farnum, William Holden, Audrey Totter, Henry Wilcoxon, Louise Fazenda (Mrs. Hal Wallis), Carmel Myers (Mrs. A. W. Schwalberg), Vera Ralston (Mrs. Herbert Yates), Don Taylor, Rhonda Fleming, Lizabeth Scott, Stan Laurel, Carmelita Geraghty (Mrs. Cary Wilson), Will Rogers, Jr., Virginia Mayo, Mitzi Gaynor and Monte Blue.

The celebration, which is sponsored by Variety Clubs International, will be presided over by national chairman R. J. O'Donnell as toastmaster. The invocation will be given by Rabbi Maxwell H. Dubin of Wilshire Temple. Tributes to Zukor's many achievements will be extended by industry and civic notables.

Charles Skouras is chairman of the Variety Clubs dinner committee in charge of the Hollywood event which will be the first of year-long tributes to Zukor. Similar dinners are planned for Dallas in February, New York City in March, Chicago in April, Mexico City in May, and Canada will join the celebration with a dinner in Toronto in June. Similar tributes to Zukor are planned in Europe later, when he will make a tour of European capitals. Zukor will personally attend each of the events.

More than twenty members of the Zukor family will join in the Hollywood celebration. Paramount home office executives who have come from New York to attend the dinner include: Barney Balaban, A. W. Schwalberg, E. K. O'Shea, Jerry Pickman, Russell Holman, George Weltner, Austin C. Keough and Paul Raibourn.

Arbitration

(Continued from page 1)

at the Allied board parleys, which will be held Sunday through Tuesday, the subject has not been placed on the informal agenda. In fact, as of yesterday, there was no indication that arbitration would be debated.

A formal agenda is not expected to be prepared until the directors arrive in New Orleans. The entire issue of arbitration, insofar as Allied's participation is concerned, may be sidetracked unless president Wilbur Snaper brings it up.

A spokesman for the Motion Picture Association of America said yesterday that it was "quite probable" that a meeting on arbitration would be held among major company representatives this week.

Hope May Headline Fair

TORONTO, Jan. 6.—Bob Hope may headline the 1953 grandstand show at Toronto's annual Canadian National Exhibition, according to Jack Arthur, newly-appointed producer of the show. The stint includes 14 performances, Aug. 28 to Sept. 12. Hope is reported to have asked for $85,000.

Cites Theatre TV

(Continued from page 1)

a compilation of field reports, called the firm's sales convention an outstanding success. He added that Lees would certainly consider the use of theatre television again.

Praise for the program, which was booked and produced by Theatre Tele-Sessions, a subsidiary of Theatre Network Television, was also voiced by Joseph McFarland, vice-president in charge of Lees sales, and Homer Evans, director of advertising and sales promotion.

Some of West Lags In Tax Campaign

SAN FRANCISCO, Jan. 6.—Some of the Western states are behind schedule in lining up legislators' support of repeal of the Federal admission tax, a "score board" published in the current organizational bulletin of Western Theatre Owners discloses.

As of December, the report shows, the state of Washington had less than half its Congressmen pledged; Oregon results were described as "bad to date"; Southern California and Arizona were similarly described; Idaho, Nevada and Montana had more than half their Congressmen pledged; while Northern California, Wyoming and Colorado had all Congressmen pledged, according to the WTO bulletin.

Zukor Sees

(Continued from page 1)

banquet tomorrow night.

Zukor is completing his half-century of motion picture activity with the same enthusiasm and optimism that influenced his entrance into the amusement industry in 1903 when, with Marcus Loew, he opened a penny arcade in New York.

Zukor, in a birthday interview given to MOTION PICTURE DAILY this year as he has annually for more than 10 years past, foresaw a new era in the history of the business with the advancements made in the three-dimensional field. Although Cinerama is not a tri-dimensional project in fact, Zukor said, it was that innovation that revived the interest in "depth" in pictures. He pointed out that 40 years ago Edwin S. Porter, an associate, did considerable research in three-dimension and that it would be possible to again make available those old films. With the improved polaroid glasses, the pictures still would be good, he said.

"I believe," Zukor continued, "that greater efforts will be made in the three-dimensional field this year than ever before and that within three years the process will be perfected so that glasses will not be necessary. The new medium will be as much of a stimulant to the industry as talking pictures were in the beginning. As public interest continues, all companies will plunge into the production of the three-dimension films."

Zukor expressed hope and confidence that an effective arbitration system would be evolved during the new year. Many of the problems within the industry are due to "selfish interests," he said, and nothing can be accomplished by exhibition and distribution "lambasting" each other. An arbitration system is necessary for the "preservation of all of us," Zukor asserted.

While it is a bromide to repeat that "good pictures do good business," Zukor said that despite some business recession last year, it was encouraging to note that strong pictures grossed as much as they did at any time in the past. He said that Hollywood producers were awake to the situation and that greater attention to public tastes would be given this year than ever before. Hollywood must spend money "judiciously," he pointed out, but not at the sacrifice of quality. The public will continue to patronize good pictures and the result will warrant expenditures, he added.

"The industry has overcome past problems and obstacles," Zukor stated. "We have gone through all the tests and television will not be a competitive factor as long as good pictures are made. And great pictures are coming from Paramount and other studios this year."

Oklahoma Units Set Tax Talk with Kerr

OKLAHOMA CITY, Jan. 6. — A tax meeting under the auspices of the Council of Motion Picture Organizations and approved by the Theatre Owners of Oklahoma and the local Allied unit will be held here Friday at the Oklahoma Club to present arguments to Senator Kerr on the unfairness of the 20 per cent admission tax.

Oklahoma TO directors held a meeting here yesterday at which the tax situation was discussed, with president Morris Lowenstein reporting.



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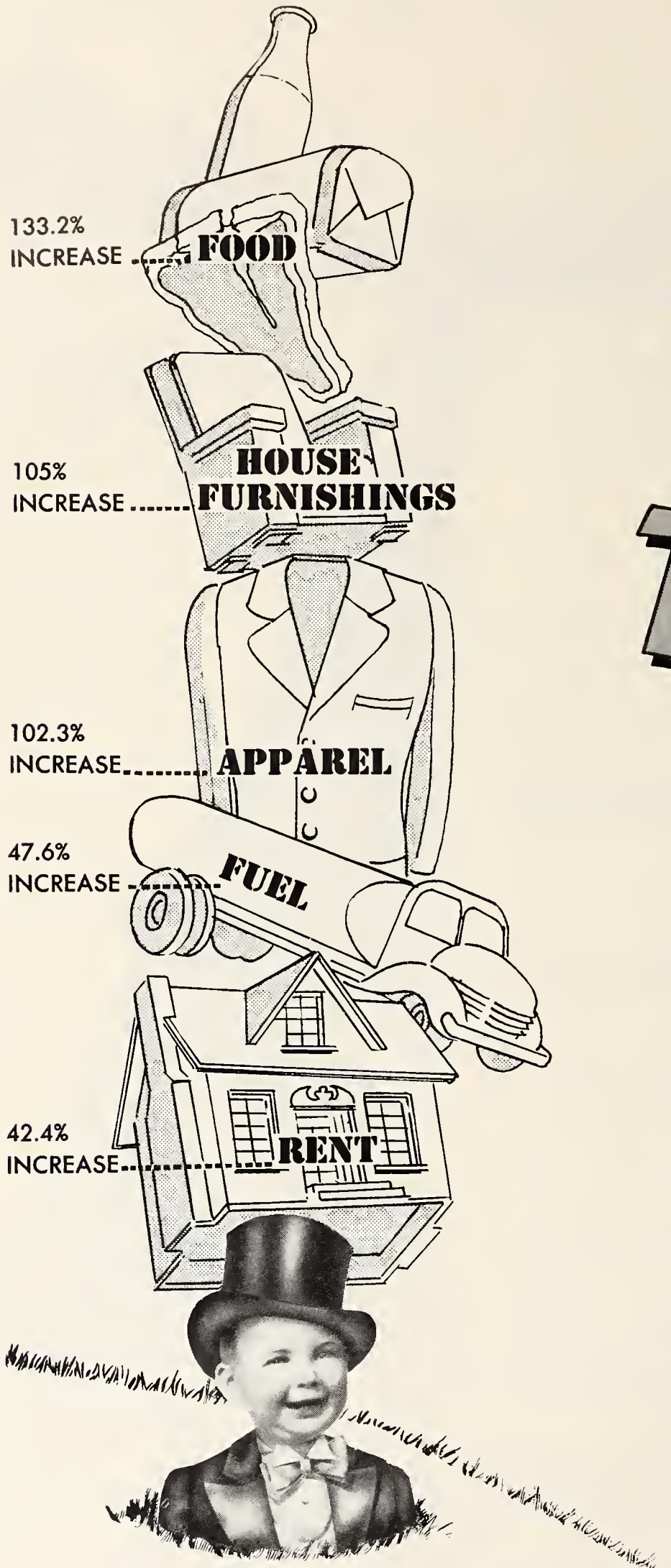
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MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 5 NEW YORK, U.S.A., THURSDAY, JANUARY 8, 1953 TEN CENTS

Cinerama Ends 20-City Survey Of Theatres

Plans Three Openings A Month by Early Fall

Cinerama, Inc., has completed a 20-city survey of theatres that might be suitable for the installation of the necessary equipment, but the next engagement of the new medium has not been set. Indications are that Chicago's Palace Theatre will be the first house outside of New York to present "This Is Cinerama," but no deal has been concluded.

Tentative plans call for one opening a month between March and early summer, two openings monthly until early fall and three openings per month thereafter.

The current engagement at the Broadway Theatre here is expected to run for at least a year with no change in the subject matter. However, plans are under way for a new program to be photographed late this year.

Eight Majors Sue On Percentages

TAMPA, Fla., Jan. 7.—Eight major film companies have brought suits against Charles C. Sutton, Drive-in theatre operator, charging him with misrepresenting admission receipts. Sutton owns the Skyvue Drive-in at St. Petersburg and the Bonnet-Lake Drive-in at Sebring.

The plaintiffs charge that he reported collections "substantially less"

(*Continued on page 7*)

Reade to Address AMPA Graduates

Walter Reade, Jr., president of Walter Reade Theatres, will be the principal speaker at the graduation exercises of the Associated Motion Picture Advertisers' Showmanship School to be held in the Hotel Piccadilly next Thursday, reports Harry K. McWilliams, AMPA president. Diplomas will be awarded to students who attended nine or more of the 12 sessions.

'Memory Lane' Keynotes Zukor Jubilee Banquet

HOLLYWOOD, Jan. 7.—Adolph Zukor's 50 years of service to the motion picture industry and his 80th birthday were climaxed here last night with a "golden jubilee" celebration at the Hollywood Palladium, an event that drew a star-studded and celebrity-packed audience from the amusement and civic orbits. More than 1,000 persons attended the banquet, sponsored by Variety Clubs International and planned as an all-industry tribute to the pioneer who, it was stated, "more than anyone else elevated the lowly film business to the status of a world industry."

The evening was marked by many features and highlights, sparked by Bob Hope as master of ceremonies who shared the entertainment menu with approximately 100 performers. A parade of stars of yesterday and of today was led by Mary Pickford, Zukor's first important star, who presented him with a rose and a hug, a dramatic moment in an evening that

(*Continued on page 2*)

Schary Earnings of $200,000 Tops All Loew's Executives

WASHINGTON, Jan. 7.—Dore Schary, vice-president of Loew's, Inc. in charge of production, earned $200,000 for the fiscal year ended Aug. 31, 1952, topping the earnings of all other Loew's executives, the Securities and Exchange Commission was informed.

Nicholas M. Schenck, president, re-

(*Continued on page 7*)

Exhibitors Meeting On Polio Tomorrow

Representatives of circuits and associated organizations will attend a luncheon-meeting here on behalf of the infantile paralysis fund drive tomorrow in the dining room of United Paramount Theatres. The hosts will be Leonard H. Goldenson, president of UPT, and Spyros P. Skouras, president of 20th Century-Fox, co-chairmen of the Motion Picture Committee

(*Continued on page 7*)

Hearing on Building Code Tomorrow

ALBANY, N. Y., Jan. 7.—The hearing in New York City Friday before the State Board of Standards and Appeals on proposed revisions to Rule No. 36 for theatres and other places of public assembly will be followed by further sessions here and in New York but probably not in the Western part of the state. The first hearing was held here in Dec. 1951. Since then

(*Continued on page 2*)

Contends 'Immorality' Ban Still Holds in New York

ALBANY, N. Y., Jan. 7.—The Board of Regents of New York contended today that although the U. S. Supreme Court in its "Miracle" decision had invalidated "sacrilegious" as a ground for refusing to license pictures, films could still be refused a license on grounds of immorality.

The Regents' argument was propounded by Dr. Charles A. Brind, Jr., counsel for the state licensing agency, in the "La Ronde" case before the Court of Appeals. Dr. Brind stated that the Supreme Court thought that the term "sacrilegious" had different meanings for various religions and sects and therefore made its ruling. He contended, however, that "immoral" had a definite, broadly accepted meaning, and it applied to "La Ronde," the French-made picture which is being distributed by Commercial Pictures Corp.

Mrs. Florence Perlow Shientag, at-

(*Continued on page 7*)

Details Belgium's Decree for Subsidy

WASHINGTON, Jan. 7.—Commerce Department film chief Nathan D. Golden has outlined the provisions of a new Belgian government decree subsidizing domestic film producers.

The subsidy to be paid, he said, is to be based on a percentage of the exhibition tax collected by the gov-

(*Continued on page 7*)

Start Talks On Exchange Pacts Today

Philadelphia 1st Stop For Key City Confabs

The distributors' branch operations committee, representing all of the majors, today will go to Philadelphia for the leadoff negotiations that will eventually result in new contracts for exchange employes in every key city in the country.

Under a new setup, pacts with exchange unions will be negotiated on a local level instead of on a national basis conducted by the International Alliance of Theatrical Stage Employes.

Tom Murray of Universal Pictures, new chairman of the branch operations committee, will head the delegation to Philadelphia today. Murray has succeeded Arthur Israel of Paramount, as chairman.

Also scheduled to attend the Philadelphia sessions are Joseph McMahon, Republic; Bernard Goodman, Warner

(*Continued on page 7*)

New Republic TV Film Deals Pend

Active negotiations for the sale of 104 Republic feature films to television stations throughout the country are progressing, a spokesman for Hollywood Television Services, Inc., a completely owned subsidiary of Republic Pictures, disclosed here yesterday.

Despite some exhibitor opposition, the spokesman claimed that since the initial sale of the 104-film package to WCBS-TV here last month, the pro-

(*Continued on page 7*)

Fourth Tax Repeal Bill in the House

Washington, Jan. 7.—Rep. Fisher (D., Tex.) today introduced legislation to end the 20 per cent Federal tax on theatre admissions. He was the fourth member of Congress to sponsor such a bill; previously, Rep. Dingell (D., Mich.); Mason (R., Ill.) and Wickersham (D., Okla.) had dropped similar bills into the House hopper.

Personal Mention

SEYMOUR MAYER, Loew's International Far Eastern supervisor, will leave here Saturday by plane via London and Paris for his territory.

•

MAX E. YOUNGSTEIN, vice-president of United Artists, has arrived in Hollywood from New York and on Monday he will fly to New Orleans to address the convention there of Allied Theatre Owners of the Gulf States.

•

JAMES M. CONNOLLY, Boston branch manager for 20th Century-Fox, was elected president of that city's unit of Serra International, an organization dedicated to the fostering of religious vocations.

•

ROY LOCKSLEY of Famous Players Canadian Corp. has been eleeted seeretary for five years of Toronto Local No. 149 of the Federation of Musicians.

•

W. GILLESPIE MILWAIN, National Theatre Supply branch manager in New Haven, has resigned to become associated with the Milwain Theatre, Bardwell, Ky.

•

IRVING LESSER and SEYMOUR POE of Producers Representatives will return here from the Coast on Monday.

•

TERRY TURNER of Mutual Broadcasting will be released from Roosevelt Hospital here today after a short illness.

•

JEROME M. EVANS, Universal home office exploitation representative, left here yesterday for Florida.

•

ABE SCHWARTZ and ABE KRAMER of Associated Theatres in Cleveland are vacationing in Florida.

•

MARSHALL SLING, Universal office manager in Jacksonville, has returned there from a Georgia vacation.

Name Manson to MGM Press Post

Arthur Manson, who has been an advance agent for several shows and an independent press agent for several years, has been appointed field press representative for M-G-M in Canada, it was announced by Dan S. Terrell, publicity and promotion manager. Manson succeeds the late Dewey Bloom and will have headquarters at the M-G-M office in Toronto.

Rites for Mrs. Howson

Funeral services for Mrs. Loretta Healy Howson, 69, retired Shakespearean actress and wife of Albert S. Howson, director of censorship for Warner Brothers, will be held tomorrow at Our Lady Queen of Martyrs Church in Forest Hills, Long Island. Mrs. Howson died Tuesday at Horace Harding Hospital, Elmhurst, Queens. Surviving, besides the widower, are a sister and a brother.

Zukor Jubilee Banquet

(*Continued from page* 1)

was full of drama and nostalgia.

At the principal table with the guest of honor and Mrs. Zukor were Mayor and Mrs. Fletcher Bowron, Barney Balaban, Cecil B. DeMille, Mr. and Mrs. Jesse L. Lasky, Mary Pickford and her husband, Charles (Buddy) Rogers, Mr. and Mrs. Robert J. O'Donnell, Mr. and Mrs. Y. Frank Freeman and Mr. and Mrs. A. W. Schwalberg. The invocation was given by Rabbi Maxwell H. Dubin of the Wilshire Boulevard Temple.

Rueben Mamoulian presented a cavalcade of picture clips from early films to the present, the presentation being narrated by Lionel Barrymore. Rosemary Clooney sang "Happy Birthday" as a festive cake was placed in front of Zukor. Tribute on behalf of the Hollywood crafts and guilds was given by Carey Wilson for the producers; Artie Camp, a property man; F. Hugh Herbert, for the screen writers; William Holden, for the actors; George Sidney, for the directors,, and Stella Gray, the oldest office employe in the point of service at Paramount.

The formal speechmaking was short but impressive. The speakers, in addition to Zukor, were R. J. O'Donnell, international chairman of the Zukor jubilee; Mayor Bowron, representing civic interests; Lasky and DeMille, early associates of Zukor, and Roy M. Brewer, president of the Hollywood AFL Film Council.

In his introductory remarks, O'Donnell said "it may well be said that Thomas Edison invented the motion picture, and Adolph Zukor took it from there." Asserting that "none of us would be in the positions we are today had it not been for his pioneering vision and courage," O'Donnell described Zukor as "Mr. Motion Pictures."

Zukor's address reflected the keenness of his mind and his confidence in the future of the industry, a confidence as strong today as it was 50 years ago. He said that "we are just on the threshold of the greatest era the screen has seen, an era which will bring fabulous new stars, startling new technieal developments and the best stories in years."

Except for a brief account of how, in 1936, he urged Balaban to accept the presidency of Paramount, Zukor was not reminiscent in his speech. He painted a glowing picture of the future, predicted greater developments in tri-dimensional photography and the "limitless possibilities offered by the fusion of the motion picture and projection by television." He concluded by saying he was keenly aware "that the life I have lived could have been lived only in the United States."

DeMille's contribution was a series of anecdotes concerning Zukor, stories of how the guest of honor once wrote Chinese mottos for a restaurant and fought as a bantamweight to help support his family. He described Zukor as a great general and told the audience: "Remember this man—you who are today's heirs to what he built. He has handed down to you an industry, an art form, that is the greatest medium of expression ever known."

Lasky recalled the early struggles when Zukor's Famous Players Film Co. merged with the Jesse L. Lasky Feature Play Co. in 1916 to become Famous Players-Lasky Corp. He gave a montage of memories that singled out Zukor as a man of vision in developing both the domestic and foreign markets of the industry.

Mayor Bowron summarized his remarks with the statement that "we here in California can be grateful to this man who brought this industry here and let its roots grow deep in our soil and made us a part of it."

Lasky presented Zukor with a large plaque with the pioneer's portrait in relief. A plaque also was presented by Prewer on behalf of all studio unions.

13 'Wac' Openings in Washington Area

RKO Radio has set 13 openings of Frederick Brisson's "Never Wave at a Wac" in the Washington territory to coincide with or follow shortly after the Capital world premiere on Jan. 28 at the Keith Theatre, it was announced.

The 13 openings are: Washington, the Booker T Theatre on Jan. 29; Richmond, Byrd and State, Jan. 28; Petersburg, Century, Feb. 1; Norfolk, Newport and Colley, Jan. 28; Roanoke, Grandin and Lee, Feb. 1, and the Jefferson on Feb. 5; Charlottesville, Jefferson and University, Feb. 1; Newport News, James on Feb. 1, and in Bristol, the Cameo on Feb. 8.

To Entertain 'Ike'

WASHINGTON, Jan. 7. — John Wayne, Irene Dunne, Esther Wilhams and Dorothy Lamour have been added to the list of film stars who will entertain at the Eisenhower Inaugural Festival here on Monday.

Cleveland Owners To Elect Jan. 20

CLEVELAND, Jan. 7.—The Cleveland Motion Picture Exhibitors Association will hold its annual meeting to elect officers on Jan. 20. Ernest Schwartz has been president for the past 19 years and Miss Ricki Labowitch has been association secretary for 21 years.

Dave Leff Leaves United Artists Post

CLEVELAND, Jan. 7. — Dave Leff, United Artists local branch manager, has resigned. He came here from Buffalo about a month ago to succeed Manny Brown. Until a successor is named district manager Moe Dudelson will manage the branch.

To Honor Sam Harris

LONDON, Jan. 7.—The industry here is organizing a dinner and dance to be held at the Savoy Hotel on Feb. 10 in recognition of the 80th birthday of Sam Harris, and his 42nd year as publisher of *The Cinema*.

'Ike' Sends Zukor Congratulatory Wire

Hollywood, Jan. 7.—President-elect Eisenhower wired Adolph Zukor at the jubilee banquet here in his honor, "Heartiest congratulations on your 80th birthday and your 50th anniversary in the motion picture business. As one of founding fathers of motion pictures, you have helped build a great industry and can look back with satisfaction upon a lifetime of public service. Many happy returns of the day to you."

Lapidus to Conduct 2 Warner Meetings

Jules Lapidus, Warner Brothers' Eastern and Canadian division sales manager, will preside over meetings of the company's Mid-Atlantic and Central district sales forces to be held Friday in Philadelphia and Saturday in Pittsburgh.

Attending the Philadelphia meeting will be Robert Smeltzer, Mid-Atlantic district manager, and branch managers William G. Mansell, Philadelphia, and Peter R. DeFazio, Washington. The meeting in Pittsburgh will be attended by James S. Abrose, Central distriet manager, and branch managers Robert H. Dunbar, Cincinnati; James M. Wechsler, Cleveland; Claude W. McKean, Indianapolis; Jack Kalmenson, Pittsburgh.

Robert H. MeGuire, home office auditor of exchanges, will accompany Lapidus to both meetings.

Building Code

(*Continued from page* 1)

four others have taken place.

New requirements for sprinklers and fire detectors — "inexpensive devices which give warnings"—are among the subjects which may be considered at future meetings.

Elimination, in drafts four and five of the proposed mandate for the filing of casualty reports by theatres "represents the present thinking on the subject," a board spokesman explained.

The Metropolitan Motion Picture Theatres Association, the Albany Theatre Owners of America, and the Schine Circuit were among those which opposed the casualty report requirements.

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In 1953...

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in motion picture
entertainment by
WALT DISNEY

WALT DISNEY'S GREATEST

In "Peter Pan", Walt Disney, master story-teller of our time, has created a new achievement in motion picture entertainment. Even unforgettable "Snow White" and matchless "Cinderella" were but preparation for this, his greatest triumph. For "Peter Pan" is a picture that will live in the hearts of the world forever.

Walt Disney's "Peter Pan" will establish unprecedented grosses and around-the-clock attendance for theatres everywhere!

RKO is now ready to consider negotiations for pre-release engagements.

PETER

PRE-RELEASE WORLD PREMIERE

February 5, 1953

ROXY THEATRE, New York

STATE-LAKE THEATRE, Chicago





COLOR BY

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EVEN THE SONGS ARE OUT OF THIS WORLD

"You Can Fly! You Can Fly!"
"Second Star to the Right"
"Your Mother and Mine"
"Never Smile at a Crocodile"
"What Made the Red Man Red"
"Tee Dum, Tee Dee"

•

Distributed by RKO Radio Pictures
With Bobby Driscoll
as the voice of Peter Pan

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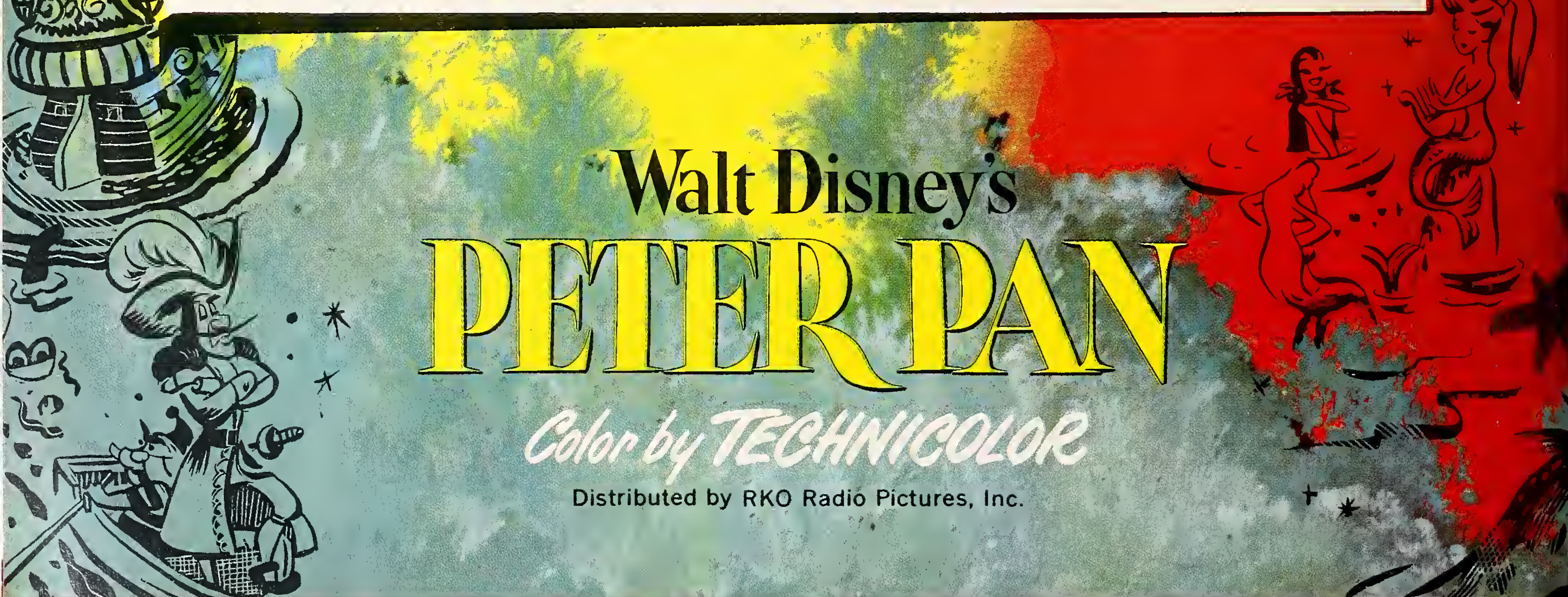
and A NEW ACHIEVEMENT in MOTION PICTURE PROMOTION!

Walt Disney's "Peter Pan" will be launched on the crest of the greatest advertising, publicity and exploitation campaign in the history of show business.

To mention only one phase of this vast promotional effort, four nationally-known companies—each a leader in its field—will spend more than $4,000,000 in "Peter Pan" tie-in advertising.

Every facet of showmanship will be utilized—national magazines, newspapers, television, radio, point-of-sale, tie-in displays, direct mail.

All this will be reflected at *your* boxoffice, when *you* play...



Expand Bell's TV Network

Three additional links have been added to the Bell Telephone System's nationwide radio-relay network, providing expanded facilities for telephone and television service.

The long lines department of the American Telephone and Telegraph Co. announced that an additional Westbound channel had been placed in service between Chicago and the West Coast on the transcontinental route. This channel parallels existing radio-relay facilities which are routed to the Coast via Omaha and Salt Lake City.

2 Additional Channels

The Pacific Telephone and Telegraph Co. announced, meanwhile, that it had opened two additional channels, one Northbound and one Southbound between Los Angeles and the San Francisco area.

The Northbound channel originates at Los Angeles and is routed to San Francisco via Oakland. The Southbound channel connects Oakland with Los Angeles. Both of these channels are joined to the transcontinental route opened by the Bell System Aug. 17, 1951.

Open Orlando-Tampa Coaxial Cable

A coaxial cable between Orlando and Tampa, Fla. which will provide initially some 90 long distance telephone circuits, has been placed in service, according to an announcement by the long lines department of A.T. and T. When fully developed, it was said, the system will be capable of carrying network radio and television programs as well as telephone conversations.

Exchange Pacts

(*Continued from page* 1)

Brothers; Clarence Hill, 20th Century-Fox; Michael Rosen, M-G-M; A. A. Schubart, RKO Pictures; Henry Kaufman, Columbia; William Brenner, National Screen Service; Jules Chapman, United Artists, and Israel.

It is not likely that the entire committee will make a tour of the national network of exchanges, although the exact procedure has not yet been determined. It is possible that local representatives of the national distributors will negotiate the pacts with local unions in each exchange city.

Eight Majors

(*Continued from page* 1)

than the true receipts in "gross disregard of right and interest of the plaintiffs." Suits were filed by Columbia, Paramount, Loew's, 20th-Fox, Warner, RKO Radio, United Artists and Universal.

Representing the distributors was the law firm of McFarlane, Ferguson, Allison and Kelly, with Sargoy and Stein, New York, of counsel.

'Bali,' 'Hans' Top Boston

BOSTON, Jan. 7.—"Road to Bali" at the Metropolitan and "Hans Christian Andersen" at the Astor, both in their second week, are setting the pace for first-run grosses here, with the former hitting $27,000 and the latter $30,000. Each grossed $40,000 in their first week.

Schary Earnings Tops

(*Continued from page* 1)

ceived $130,714 for the fiscal year as salary and $45,185 in bonuses and a share in profits, giving him gross earnings of $175,899. Edgar J. Mannix, vice-president, earned $159,471 as salary and $25,304 in bonuses and profit-sharing, giving him total earnings of $184,775.

Other salaries listed include: J. Robert Rubin, vice-president and counsel, $104,571, plus bonuses and a share in profit of $22,426; William F. Rodgers, vice-president, $110,271; Charles C. Moskowitz, vice-president and treasurer, $156, 857; Joseph R. Vogel, vice-president, $156,857; Leopold Friedman, vice-president, secretary and counsel, $130,714; Eugene W. Leake, director and chairman of the company's audit and finance committee, $25,600.

All officers and directors as a group earned $1,852,607 for the year, it was stated.

The report also noted that pursuant to Rodgers' previous employment contract, Loew's also deposited $70,500 in an escrow fund during the year ending Aug. 31, 1952. Under the terms of the contract, Rodgers has been receiving out of the fund $1,738 monthly during the fiscal year and commencing July 27, 1952, he has been receiving an additional sum of $2,175 monthly. No further payments, it was added, will be made to the escrow fund.

The report listed the following common stock options, some of which were granted during the year, with the price per share fixed at 16 7/16: Schary, 100,000 shares; Arthur M. Loew, president of Loew's International Corp., 40,000; Benjamin Thau, vice-president, 27,500; Vogel, director and vice-president, 27,500; Moskowitz, 27,500; Louis K. Sidney, vice-president, 27,500.

Loew's informed the SEC that the following amounts were paid for the benefit of executives pursuant to the retirement plan: Schenck, $52,996, Rubin, $40,015; Mannix, $49,961; Rodgers, $39,061; Moskowitz, $32,752; Vogel, $22,017; Friedman, $38,981.

The annual benefits estimated to be payable under the retirement plan for the executives were listed as follows: Schenck, $49,700; Rubin, $45,246; Mannix, $49,700; Rodgers, $28,483; Moskowitz, $31,780; Vogel, $30,406; Friedman, $27,687.

Meeting on Polio

(*Continued from page* 1)

for Infantile Paralysis.

Corporate gifts and collections from employes and vendors with whom theatres do business will be announced by Harry Kalmine of Warner Brothers Theatres; Sam Rinzler, Randforce; Herman Robbins, National Screen; Fred Schwartz, Century Circuit; Dick Dickson, Roxy Theatre; Joseph Vogel, Loew's Theatres; Sol Schwartz, RKO Theatres; Maurice Maurer, City Investing Co.; Russell Downing, Radio City Music Hall; Dave Weinstock, Raybond Theatres.

Also, Harry Brandt, Brandt Theatres Walter Reade, Jr., Reade Theatres; Walter Brecher, Leo Brecher Theatres; Solomon Strausberg, Interboro Circuit; Ben Sherman, ABC Vending Co.; Herman Becker, Rugoff and Becker Theatres, and Si Fabian of Fabian Theatres.

Republic TV

(*Continued from page* 1)

tests have not been too numerous.

He said that deals were pending with a number of TV stations, declining to state the localities prior to the signing of contracts. The spokesman described the current TV market for feature films as "good" and predicted that it would grow better by the end of this year, with the addition of from 20 to 30 TV stations. It was estimated that Hollywood Television Services received $200,000 from WCBS-TV for the exclusive TV showing of the 104 films in the New York market, considered the lushest in the country. Other deals have been consummated on the Coast with stations KTTV and KLAC in Los Angeles for the film package.

Most of the features in the package were produced between 1945 and 1948 and consist of musicals, comedies, adventure stories and mysteries.

Belgium's Decree

(*Continued from page* 1)

ernment on the film programs of which domestic films form a part. The subsidy to be paid to producers of full-length entertainment films is 70 per cent of the tax collected. The percentage for documentary and short films is 25 per cent, and for newsreels five per cent. The definition for a producer of domestic newsreels specifically excludes any firms which depend in any way on a foreign newsreel company.

'Immorality'

(*Continued from page* 1)

torney for Commercial Pictures, used the following arguments in seeking a reversal of the 3-2 decision of the lower court upholding the ban: that the U. S. Supreme Court in "The Miracle" case had ruled prior restraint on motion pictures unconstitutional; "La Ronde" had been shown to critical acclaim in 90 American cities without any breach of the peace or harm; and that the Regents' standards were vague and undefinable.

The seven judges of the state's highest tribunal had viewed a morning exhibition of the film in the court room before the hour-long session devoted to the hearing. The Regents had ruled the picture "immoral and tends to corrupt morals."

Pressed for a definition of "immoral," Dr. Brind replied that there was a "consensus of the people" on the meaning of "immoral" and expressed his certainty that the Regents had properly interpreted this consensus in its ruling. "The Regents react" to a film, he declared, and "if they react incorrectly, the courts can correct them."

Max Thorpe Coming

LONDON, Jan. 7.—Max Thorpe, vice-president of Columbia Pictures International, and managing director of Columbia here, will leave for New York by plane on Sunday for two weeks of conferences at the home office on the company's 1953 release plans. He will be accompanied by Alan Tucker, publicity manager for the company here.

THE THIRD ANNUAL COMMUNION BREAKFAST

for Catholic people of the motion picture industry in the New York area will be held Sunday, February 1. Mass at nine o'clock at St. Patrick's Cathedral, with breakfast immediately following in the Grand Ballroom of the Hotel Waldorf-Astoria.

¶ For information and tickets, communicate with the member of the Sponsoring Committee in your office, or Miss Marguerite Bourdette, Room 1107, 1501 Broadway. Tel.: BRyant 9-8700.

¶ Tickets $3.75 each.

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WILLIAM HEINEMAN=
UNITED ARTISTS PICTURES=
DESPITE SEVERAL STRONG ATTRACTIONS IN THIS AREA, I KNOW YOU
WILL BE PLEASED TO LEARN THAT YOUR PICTURE MOULIN ROUGE AT
THE WILSHIRE THEATRE, HAS SET HOUSE RECORDS OVER THE CHRISTMAS
HOLIDAYS AND SUCCEEDED THE FORMER RECORD HOLDER AFRICAN QUEEN
BY A LARGE MARGIN. COMMENTS FROM OUR PATRONS COMPLIMENT THE
PICTURE IN GLOWING TERMS. REGARDS.=

=CHARLES P. SKOURAS=



ROMULUS presents
JOSÉ FERRER in John Huston's
MOULIN ROUGE

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ROMULUS presents JOSÉ FERRER in John Huston's "MOULIN ROUGE" • Color by Technicolor • with ZSA ZSA GABOR
SUZANNE FLON • And Introducing • COLETTE MARCHAND • A ROMULUS Production • Directed by JOHN HUSTON
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(Brotherhood Week's Silver Anniversary Feb. 15-22)

UA

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 6 NEW YORK, U. S. A., FRIDAY, JANUARY 9, 1953 TEN CENTS

Urges NCAA to Keep Tight TV Controls

But Committee Proposes Two Games Per TV Area

WASHINGTON, Jan. 8.—A recommendation for the maintenance of tight controls on college football home telecasts, considered a source of competition with motion picture theatres in many sections of the country, was made here today by the National Collegiate Athletic Association's television committee.

The committee added, however, that some consideration be given to a plan to permit two games to be shown at a time in any one area, compared to the present one-game limit.

For the past two years, football TV has been limited to one game a week, distributed on a nationwide basis. "Supervision of college football tele-

(*Continued on page 3*)

$2,800 Weekly to Jack Cohn of Col.

A new four-year contract for Jack Cohn, executive vice-president of Columbia Pictures, calling for a weekly salary of $2,500 and a $300 weekly expense allowance, was disclosed here yesterday in a proxy statement to stockholders.

The new contract, which supersedes the one which expired on Dec. 31 and which called for salary and expense payments equal to the new agreement,

(*Continued on page 3*)

3 'Brotherhood Week' Campaign Judges

Three trade press representatives will judge campaigns submitted by exhibitors for "Brotherhood Week," Feb. 15-22, which will mark the silver anniversary of the National Conference of Christians and Jews.

Walter Brooks of *Motion Picture Herald*: Chester Friedman of *Boxoffice*, and Morton Sunshine of the *Independent Film Journal* will judge the campaigns, it was announced by Si Seadler, national publicity and advertising chairman for the industry's participation.

7,000 Playdates in 'Show's' 1st Year

Cecil B. DeMille's "The Greatest Show on Earth" had its world pre-release premiere at Radio City Music Hall here one year ago today and since then the picture has played 7,000 dates in the United States and Canada. The domestic gross to date is $11,800,000 and it is estimated that the film will play in at least 8,000 additional theatres.

Week-Long Sales Meeting Called by Para.'s Schwalberg

A. W. Schwalberg, president of Paramount Film Distributing Corp., has called a sales meeting for the week of Jan. 26 at the Hotel Plaza, New York.

The meeting, at which Schwalberg will preside, will discuss new product as well as ideas and suggestions gathered by Schwalberg, E. K. (Ted) O'Shea, distribution vice-president, and Jerry Pickman, vice-president in

(*Continued on page 3*)

David Rose to Make Three Films in '53

David E. Rose plans a program of three pictures, all of which will be made abroad, in 1953, the producer said here yesterday upon his arrival from the Coast. He will leave tomorrow for England and will return to New York in about three weeks.

Negotiations for Rose's acquisition of the rights to "Lawrence of Arabia" are nearing completion, he said. Only one more signature is needed to close the deal and it is in that connection

(*Continued on page 3*)

Aaron to Preside at Milwaukee Meeting

Edwin W. Aaron, Western sales manager for 20th Century-Fox, will leave New York over the weekend for Milwaukee where he will hold meetings on Monday with Midwest division personnel, headed by M. A. Levy.

Attending the discussions, to set plans for first quarter releases, will be branch managers R. L. Conn, Des Moines; J. R. Neger, Kansas City; J. H. Lorentz, Milwaukee; S. Malisow, Minneapolis; J. E. Scott, Omaha, and Gordon F. Halloran, St. Louis.

Walker, in Absence Of President, at N. Y. Helm of RKO

J. Miller Walker, since his reelection as vice-president, general counsel, secretary and a director of RKO Pictures, is the ranking company executive in the East while the post of president remains unfilled.

Following his appointment to the board and the posts designated to him last month, Walker has been operating the company in the East. His calendar, it is learned, is crowded with conferences on such company problems as sales campaigns, release schedules, and linking studio operations with distribution headquarters here.

He also has conferred with Ned E. Depinet, former president and currently company "consultant."

Walker declined comment on when the new five-man board would meet or where, whether in New York or

(*Continued on page 2*)

Set Chi. TV Show To Build Attendance

CHICAGO, Jan. 8.—A new television program designed to build motion picture theatre attendance here will make its debut on WBKB, the Balaban and Katz television station, on Monday.

The program, called "Family Movie Quiz," will feature an audience participation idea, with film fans who have registered at their favorite theatres eligible to be called on the telephone to be asked what is playing at a specific theatre that night—the idea being to encourage reading of the motion picture pages of the newspapers. The prize each evening on the telephone quiz will be a night out,

(*Continued on page 2*)

UA Italian Partners Study Story Market

United Artists' joint Italian production deal with Angelo Rizzoli and Robert Haggiag, which was announced last Dec. 3, will not get under way for several months, although UA's partners in the setup are now combing the story market for suitable material, Arthur Krim, UA president, said here yesterday. Krim concluded the deal in Naples late last year. The contemplated pictures will be made on location throughout Italy, Krim said.

UA's new Italian distribution company, resulting from the merger of Dearfilm, a distributing organization,

(*Continued on page 2*)

Snaper, Majors Meeting Today On Arbitration

Seek Agreement on Eve Of Allied Sessions

The possibility that national Allied and the distributors may reach an understanding on disputed points in the drafts of a proposed arbitration system may be realized today when Wilbur Snaper, Allied president, and possibly other Allied leaders, meet here with company executives on the arbitration issue.

It was reported that the session was initiated by the Motion Picture Association of America in an effort to clarify the situation prior to the meeting of Allied's board of directors in New Orleans. Whether Eric Johnston, MPAA president, will attend today's meeting could not be confirmed late yesterday, but it is known

(*Continued on page 2*)

Balaban in Tribute To Adolph Zukor

HOLLYWOOD, Jan. 8.—Paying tribute to Adolph Zukor as "Mr. Paramount," Paramount president Barney Balaban yesterday unveiled a bronze bust of the pioneer and sparked a luncheon honoring the chairman of Paramount's board of directors, upon the twin occasions of his 80th birthday and his 50th year in the industry.

Attending the event at Paramount studio's commissary were the 80 oldest company employes in point of service, as well as industry leaders and several

(*Continued on page 2*)

$32,000 Already in For Polio Benefit

The special New York premiere of Warner Brothers' "The Jazz Singer" at the Paramount Theatre, Tuesday evening, is on the way to the sellout mark with all proceeds going to the National Foundation for Infantile Paralysis, Warners reported here yesterday. More than $32,000 is already in, with a minimum goal of $50,000 set by the group of newspaper, radio and business personalities who are pooling efforts to promote the affair.

Personal Mention

RICHARD CONDON, RKO Radio advertising-publicity director, will leave here on Monday for the Coast.

•

ED BERKSON, treasurer of Screencraft Pictures, announces the birth of his second child, a girl named LAURIE ANN, to his wife in Jewish Memorial Hospital. His father is JACK BERKSON, Screencraft president.

•

JOSEPH WALSH, Paramount's branch operations manager, will arrive in Seattle Sunday from Los Angeles, and will visit several cities in the West and Midwest before returning here on Jan. 26.

•

NICK TRONOLONE, former vice-president of Pathe Laboratories and now a film and television consultant, will leave here by plane tomorrow for a two-week trip to Europe.

•

SIDNEY KRAMER, RKO Radio short subjects sales manager, will leave here for Toronto over the weekend.

12 Tents Respond to 'Goodwill' Train Idea

BOSTON, Jan. 8.—Twelve of the 36 Variety Tents in the United States have already been heard from with regard to the Variety Clubs International's projected plan to send a "goodwill" milk train to Mexico City, according to William S. Koster, chairman of the activity. All of the 12 Tents are awaiting meetings of their new crews to discuss the plan.

International chief Barker Jack Beresin will meet with Koster in New York soon to discuss further details.

More Variety Plans On 'Goodwill' Train

BOSTON, Jan. 8. — Variety Clubs International's tentative plans for the projected "goodwill" train containing powdered milk for the children of Mexico City, where the 1953 convention will be held, were disclosed here to the New England Tent by the general chairman of the plan, William S. Koster.

The train, starting in New England, will visit all cities in the U. S. where there are Tents to pick up the powdered milk obtained by the local Tent, as well as "goodwill" messages to Mexican government officials. The train, which will get under way one month prior to the convention, will be decorated for showmanship values. All of the foregoing depends on whether there are enough Tents participating in the program, said Koster.

Hoch Joins Cinerama

HOLLYWOOD, Jan. 8.—Winton Hoch, Academy Award-winning cinematographer, has been signed by Cinerama to a three-way contract as producer, director and cameraman, it was announced here by Louis B. Mayer, chairman of the board, and Merian C. Cooper, vice-president and general manager in charge of production.

Meeting Today on Arbitration

(Continued from page 1)

that Johnston is keenly interested in having a plan established.

The Allied directors will open their winter meeting on Sunday at the Jung Hotel in conjunction with Gulf States Allied's annual convention. As of late yesterday, the subject of arbitration was said to have been omitted from the tentative agenda, with the responsibility of bringing the matter before the board resting with Snaper. However, in view of today's meeting it appears that the issue may hold an important spot in the overall proceedings. Allied's strategy on trade problems also is expected to be discussed at the sessions.

To Deliver Report

Abram F. Myers, Allied general counsel and board chairman, is scheduled to deliver his annual report to the directors on Sunday. This report, it is understood, will embrace a review of last year's activities and the results of Myers' request, at the Chicago convention, for information from the various units on the alleged irregularities in the distributors' adherence to the provisions of the consent decree.

The board, it is reported, will decide whether to take action on the question of initiating litigation in cases where malpractice has been authenticated or take other steps to correct the alleged abuses, or to hold action in abeyance pending the gathering of additional information.

Nomination Certain

It is certain that Wilbur Snaper will be nominated for reelection to the presidency of the association. It has been Allied's practice for many years to elect a president for two terms. Snaper is concluding his first year.

Despite the importance of other issues to come before the board, it is the arbitration factor that holds the industry's attention. Allied's acceptance of the existing drafts for an arbitration system is expected to pave the way for the establishment of a plan. Allied rejected the distributors' arbitration proposals at the annual convention in Chicago last November.

Walker at Helm

(Continued from page 1)

on the Coast. It was learned, however that Howard Hughes, chairman of the board, has been conferring on the Coast on the problem of selecting a president for the company. Noah Dietrich, currently a board member, is the man still reported in line for the presidency if an agreement regarding the autonomy of Dietrich can be worked out.

One motivation for a decision regarding the presidency in the not too distant future is the upcoming court hearing on the application for a receivership filed by three minority stockholders. The hearing has been set for Jan. 26 and Justice Henry Clay Greenberg of the New York Supreme Court in setting the date, has served notice that he would be very reluctant to grant any further delays in the case.

Set Chi. TV Show

(Continued from page 1)

including a dinner for the winner's family at a top restaurant, admission to a theatre of their choice, and a chance to win jackpot prizes.

The program, sponsored by Triad Storm Windows, will be aired every night, Monday through Friday, from 11:15 to 11:30. Barney Grant will be master of ceremonies.

N. Y. Tent to See Kaye

As its first big activity of the season, Variety Club No. 35 of New York will take over the Palace Theatre on Feb. 25 to see the Danny Kaye show. The event will have the cooperation of RKO Theatres.

Set Ia.-Neb. Convention

DES MOINES, Jan. 8.—The annual convention of Allied of Iowa-Nebraska will be held at the Ft. Des Moines Hotel here, May 12 and 13.

Balaban in Tribute

(Continued from page 1)

stars. At the head table with Zukor and Balaban were Y. Frank Freeman, Cecil B. DeMille, Robert J. O'Donnell, Paul Raibourn, George Weltner, Al Schwalberg, Jerry Pickman, Ted O'Shea, Jacob Karp, Don Hartman, Russell Holman and Austin Keough.

Balaban paid tribute to Zukor as "a trusted advisor" and "devoted friend," and said that "during the many years in which we have been closely associated, I have had abundant cause to be grateful for his wise counsel, staunch loyalty and unfailing courage.

"As president of Paramount Pictures, I have been credited with much of the progress made by our company during the years that followed Paramount's emergence from its difficulties in the middle 1930's. What I did was merely to build upon the solid foundation that Adolph Zukor's vision had created before me," added Balaban.

Study Story Market

(Continued from page 1)

and DAI, UA's franchised distributor in Italy, has started operations for the exclusive distribution of UA product in Italy.

Meanwhile, UA has started to release "Don Camillo," produced by Rizzoli, in the Latin American market. Krim also yesterday formally announced the acquisition of "Genghis Khan," produced in the Philippines by Manuel Conde, for worldwide distribution.

$1.06 'U' Dividend

The board of directors of Universal Pictures has declared a quarterly dividend of $1.06 per share on the 4¼ per cent cumulative preferred stock of the company, payable on March 2 to stockholders of record on Feb. 16.

Lippert Takes 'Texan' To Chicago Meeting

Hollywood, Jan. 8.—Lippert franchise holders in their first annual meeting Saturday and Sunday at the Blackstone Hotel, Chicago, will be shown "The Tall Texan," a forthcoming release, which Lippert is taking with him from the Coast studio.

It is understood the first steps toward joint-financing by Lippert and the franchise holders of feature product by independent producers will be taken at the meeting. General sales manager Arthur Greenblatt will preside.

Skouras Presents a Plaque to Hurok

Sol Hurok, the concert manager who has been made the subject of a new 20th Century-Fox musical, "Tonight We Sing," opening next month at Radio City Music Hall, was honored last night at a dinner-concert sponsored by the American Fund for Israel Institutions, at the Waldorf-Astoria Hotel here.

Ceremonies, which included a showing of scenes from the film, saw Spyros P. Skouras, 20th-Fox president and honorary chairman of the event, present to Hurok a silver Bible and a plaque mounted with the shields of the 12 tribes of Israel.

Hold Osa Johnson Rites Here Today

Services will be held here today at the Columbus Circle Chapel for Osa Johnson, widow of the big-game hunter Martin Johnson, with whom, primarily on African trips, she did filming for Hollywood studios. Mrs. Johnson, who is survived by her mother and an uncle, died here Tuesday.

She went on motion picture expeditions not only to Africa but to Australia, Borneo and the South Seas. "Stanley and Livingstone," released by 20th Century-Fox in 1939, was one of the films made from footage from her journeys.

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PARAMOUNT TIMES SQUARE
Midnight Feature

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Urges NCAA

(Continued from page 1)

casts must be maintained," the NCAA TV committee said in a report to the full convention. But it said that some attention should be paid to televising regional games.

Chairman Robert A. Hall of Yale University said it might be possible next fall to have each area show the national game and one other regional game. All details must be worked out later, he said.

The convention will take up the report tomorrow, and is expected to go along with its committee. Notre Dame and Pennsylvania have been fighting to permit each college to make its own decision on televising its games.

"Television continues to be a serious threat to the welfare of college football," the NCAA TV committee said. It added that its program was "in the middle course of moderation and reasonableness."

Rose to Make Three

(Continued from page 1)

that he is going to England. He also will see the color print of "Sea Devils," which he produced in England with Raoul Walsh directing. RKO Radio will release that production.

In addition to "Lawrence of Arabia," Rose will produce two pictures with African locales. The first, an untitled original, will go before the cameras in the spring. The second will be "African Rifles," for which he is seeking Gregory Peck to star. Rose said he had obtained the services of Walsh to direct at least one of his trio of pictures for this year.

No distribution deal has been set for the year's program, but he said he would discuss releasing deals when he returns from England.

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Review

"The Mississippi Gambler"

(Universal-International) *Hollywood, Jan. 8*

THAT FREE-HANDED blending of movement with menace and romance under a bright coating of shiniest color by Technicolor, that has been paying off so consistently for U-I customers during the past couple of years, figures to serve the ends of showmanship as well or better as applied to this sumptuous attraction. The principal performer in this one is the highly regarded Tyrone Power, gifted wearer of a name long famed in his profession, and he has alongside him, in addition to the able John McIntire and Paul Cavanagh on the stern side, a couple of rising young box-office personalities named Piper Laurie and Julia Adams. The story is about high life aboard the old side-wheelers that plied the Mississippi in the 1850's, and ashore in the New Orleans of aristocrats and rascals in satin and silk. It may or may not be history, but it's certainly money.

Power comes into the picture as a young man from New York whose ambition is to become a successful river-boat gambler, which ambition he achieves in astounding measure, as the picture goes on, by the unique method of playing fair instead of cheating. He joins forces with Cavanagh, a veteran of the river-boat tables, and they roll up huge earnings which they finally pool to finance the building of a swanky gambling hall in New Orleans. Meanwhile, he's fallen in love with Miss Laurie, a haughty belle who will have none of him because he once bested her brother in a poker game, and there have been numrous misunderstandings and two duels, not to mention fistic encounters, all this bringing matters to a state where the hitherto estimable young banker who has married Miss Laurie steals his depositors' money and disappears. Broke, Power heads back to the river-boats to gamble himself a new fortune, but Miss Lauric, whose marriage has been dissolved in a most convenient manner, catches up with him before the boat sails and they clinch. It's a more orderly narrative than this synopsis suggests, and holds up very well down to near the end, where convenience takes over for the final sprint to closing.

The production, lavish in the extreme, is by Ted Richmond, and the direction is by Rudolph Mate, from a story and screenplay by Seton I. Miller. It's a rich, swift, colorful and exploitable picture, sure to prosper.

Running time 98 minutes. General audience classification. For February release.

WILLIAM R. WEAVER

Jack Cohn Contract

(Continued from page 1)

is subject to ratification by stockholders who will meet in New York on Feb. 9.

Other issues posed for stockholders' action include the election of nine directors, the approval of the contract of A. Montague, vice-president in charge of domestic sales, the issuance to Montague of an option initially for 10,000 shares of common stock and the issuance to Gerald Rackett, in charge of the company's laboratory on the Coast, of an option for 1,000 shares of common stock.

Salaries Listed

The salaries of top officers, as listed in the proxy, for the fiscal year ended June 30, 1952, were as follows: Harry Cohn, president, $197,600; Jack Cohn, $145,600; A. Schneider, vice-president and treasurer, $130,000; N. B. Spingold, vice-president in charge of advertising—publicity, $94,600; Montague, $130,000; Donald S. Stralem, director and financial advisor, $6,000; Leo M. Blancke, director and financial advisor, $6,000.

Directors and officers as a group earned $1,148,002 for the year. It was noted that Harry and Jack Cohn received $15,600 each for expense allowances and Spingold, $8,600, figures which are included in the salary tabulation.

The reelection of the following nominees for the board was called for in the proxy: Harry and Jack Cohn, Schneider, Blancke, Spingold, Montague, Stralem, Alfred Hart and Abraham M. Sonnabend.

Of the 670,669 shares outstanding as of Nov. 5, 1952, the proxy noted, Harry Cohn has the right to vote 19.14 per cent, and Jack Cohn, 12.24 per cent.

Under Montague's new employment contract, which runs for five years and is dated Oct. 30, 1952, he will receive $130,000 yearly, the same amount as in his expired contract.

The Feb. 9 meeting is in lieu of the Oct. 8, 1952 annual stockholders meeting.

Para. Sales Meet

(Continued from page 1)

charge of advertising-publicity, on their recent series of nationwide tours. The sessions will be attended by division managers, their assistants, branch managers and home office executives.

On hand, in addition to 45 key field executives and Schwalberg, O'Shea and Pickman, will be Oscar Morgan, short subjects sales manager; Monroe Goodman, executive assistant to Schwalberg; Joseph Walsh, head of branch operations; Martin Friedman, head of the playdate department; Arthur Dunne, head of the contract department; Harold Beecroft, head of the bidding department; Fred Leroy, statistical department head, and Robert J. Rubin, assistant to Barney Balaban, Paramount president (as well as Schwalberg).

Division managers who will attend are: J. J. Donohue, Central; Howard Minsky, Mid-Eastern; Al Kane, South Central; Hugh Owen, East-South, and George A. Smith, Western.

Division managers' assistants who will be at the meeting are: H. D. Cohen, Central; Robert Weber, Mid-Eastern; Lloyd Henrich, South Central; E. A. Fitter, Eastern-Southern, and Lester Coleman, Western. Henry Randel, New York Metropolitan district manager, also will be present.

Columbia Dividend

Columbia Pictures Corp. yesterday reported that its board had declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock, payable on Feb. 16 to stockholders of record on Feb. 2.

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS of

The Filmakers presentation of

"THE HITCH-HIKER"

ALBANY Fox Scr. Rm. 1052 B'way	Mon. 1/19	2:00 P.M.
ATLANTA RKO Scr. Rm. 195 Luckie St., N.W.	Mon. 1/19	10:30 A.M.
BOSTON RKO Scr. Rm. 122-28 Arlington St.	Mon. 1/19	10:30 A.M.
BUFFALO Mo. Pic. Oper. Scr. Rm. 498 Pearl St.	Mon. 1/19	3:30 P.M.
CHARLOTTE Fox Scr. Rm. 308 S. Church St.	Mon. 1/19	2:00 P.M.
CHICAGO RKO Scr. Rm. 1300 S. Wabash Ave.	Mon. 1/19	11:00 A.M.
CINCINNATI RKO Scr. Rm. 12 E. 6th St.	Mon. 1/19	8:00 P.M.
CLEVELAND Fox Scr. Rm. 2219 Payne Ave.	Mon. 1/19	10:30 A.M.
DALLAS Rep. Scr. Rm. 412 S. Harwood St.	Mon. 1/19	10:30 A.M.
DENVER Para. Scr. Rm. 2100 Stout St.	Mon. 1/19	2:00 P.M.
DES MOINES Fox Scr. Rm. 1300 High St.	Mon. 1/19	1:30 P.M.
DETROIT Blumenthals Scr. Rm. 2310 Cass Ave.	Mon. 1/19	10:30 A.M.
INDIANAPOLIS Univ. Scr. Rm. 517 N. Illinois St.	Mon. 1/19	1:00 P.M.
KANSAS CITY Para Scr. Rm. 1800 Wyandotte St.	Mon. 1/19	2:30 P.M.
LOS ANGELES RKO Scr. Rm. 1980 S. Vermont Ave.	Mon. 1/19	2:00 P.M.
MEMPHIS Fox Scr. Rm. 151 Vance Ave.	Mon. 1/19	12:15 P.M.
MILWAUKEE Warner Scr. Rm. 212 W. Wisconsin Ave.	Mon. 1/19	10:30 A.M.
MINNEAPOLIS Fox Scr. Rm. 1015 Currie Ave.	Mon. 1/19	10:30 A.M.
NEW HAVEN Fox Scr. Rm. 40 Whiting St.	Mon. 1/19	2:00 P.M.
NEW ORLEANS Fox Scr. Rm. 200 S. Liberty	Mon. 1/19	10:30 A.M.
NEW YORK RKO Scr. Rm. 630 Ninth Ave.	Mon. 1/19	2:30 P.M.
OKLAHOMA Fox Scr. Rm. 10 North Lee St.	Mon. 1/19	10:30 A.M.
OMAHA Fox Scr. Rm. 1502 Davenport St.	Mon. 1/19	10:30 A.M.
PHILADELPHIA RKO Scr. Rm. 250 N. 13th St.	Mon. 1/19	10:30 A.M.
PITSBURGH RKO Scr. Rm. 1809-13 Blvd. of Allies	Mon. 1/19	1:30 P.M.
PORTLAND Star Scr. Rm. 925 N.W. 19th Ave.	Mon. 1/19	10:30 A.M.
ST. LOUIS RKO Scr. Rm. 3143 Olive St.	Tues. 1/20	11.00 A.M.
SALT LAKE CITY Fox Scr. Rm. 216 E. 1st St. South	Mon. 1/19	1:00 P.M.
SAN FRANCISCO Fox Scr. Rm. 245 Hyde St.	Mon. 1/19	2:00 P.M.
SEATTLE Jewel Box Scr. Room 2318 2nd Ave.	Mon. 1/19	2:30 P.M.
SIOUX FALLS Hollyw'd Thea. 212 N. Philips Ave.	Mon. 1/19	9:15 A.M.
WASHINGTON Film Center Scr. Rm. 932 New Jersey Ave.	Mon. 1/19	10:30 A.M.

"Smash Hit! This picture has four of th
in life. It has warmth. It has laughter
faith. Plus Danny Thomas. And what a
personality is! He is an actor, bless him
Peggy Lee is a distinctive doll--her

grows on you! 'The Jazz Singer' is a fi
to start off a Joyous New Year!"

RUTH WATERBURY
in the
Los Angeles
Examiner.

After the tremendous World Premiere at Fox Beverly, L. A. —all-time record at Paramount and Beach, Miami!!! Next the most spectacular opening in Broadway history — Paramount, N. Y., Tuesday!

e greatest things there are

t has song. And it has

plus this fantastic

and a great one.

ersonality

he way

WITH
SINCERE
APPRECIATION
TO ALL WHO
CONTRIBUTED
SO MAGNIFICENTLY
TO ITS MAKING

WARNER BROS.

NOW
PRESENT

THE JAZZ SINGER

COLOR BY
TECHNICOLOR

STARRING

DANNY THOMAS
PEGGY LEE

WITH
MILDRED DUNNOCK EDUARD FRANZ
TOM TULLY · ALEX GERRY · ALLYN JOSLYN · HAROLD GORDON

SCREEN PLAY BY
FRANK DAVIS & LEONARD STERN AND LEWIS MELTZER

BASED ON THE PLAY BY
SAMSON RAPHAELSON · PRODUCED BY
LOUIS F. EDELMAN

MUSICAL NUMBERS STAGED AND DIRECTED BY LE ROY PRINZ
MUSICAL DIRECTION BY RAY HEINDORF

DIRECTED BY
MICHAEL CURTIZ



—To Film Men Who Are Looking For BIG Product—

JUST one month ago, a new distribution company, INTERNATIONAL-United Film Corporation, was formed. Today INTERNATIONAL is ready with a full year's supply of completed pictures—of the size, scope and magnitude most needed by exhibitors during 1953.

INTERNATIONAL'S releases are BIG in action! They are BIG in glamour! They are BIG in romance! They are BIG in adventure! They are BIG in entertainment! And each has been made with the BIGGEST of production values!

If there ever was a time for something BIG in the exhibition of motion pictures, this is the time!

If there ever was a program of BIG pictures that fill the bill, INTERNATIONAL has them for YOU!

****THE MISTRESS OF TREVES
*****"KILL HIM FOR ME!"
****BLACK EAGLE
****SWORDS OF THE MUSKETEERS
****CITY OF VIOLENCE
****THE PIRATE PRINCE
****The Strange Case of MAN AND BEAST
****THE WICKED LADY ANNE
****SON OF THE HUNCHBACK
****PRISONER OF VENICE
****HIGH TENSION
****THE MAN IN THE RED MASK

****Starting with THE MISTRESS OF TREVES which will be nationally released on February 15th, this entire INTERNATIONAL program will be released during 1953 at the rate of one production every three and a half weeks.

****The following pictures are NOW available for screening in New York: THE MISTRESS OF TREVES, "KILL HIM FOR ME!", BLACK EAGLE, SWORDS OF THE MUSKETEERS, CITY OF VIOLENCE.

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UNITED FILM CORPORATION

ONE EAST 57TH STREET • NEW YORK 22, N. Y.
Plaza 5-4190

DAVID COPLAN, President

Executive Vice-President, WALTER GOULD

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 7 NEW YORK, U.S.A., MONDAY, JANUARY 12, 1953 TEN CENTS

Would Take Allied's Trade Grievances to Congress

Tradewise . . .

By SHERWIN KANE

UNDER the urgencies—for distribution as well as exhibition—of current business conditions there would seem to be some room for a number of serious tests of what is being termed "incentive" selling.

Various formulas have been suggested by exhibitor organizations and individuals but, basically, the term has come to mean any sales policy which increases the exhibitor's share of earnings when the gross exceeds specified levels.

Production and distribution voices repeatedly urge exhibitors to better showmanship efforts, more and better advertising and merchandising of product, for better results at the box office. Many exhibitors reply: "There is nothing in it for me. The more I take in, the more I have to pay to the distributor. What's left for me doesn't pay me for the additional work and expenditure."

In times of top business there was no urgent necessity for the distributor to extend himself greatly to overcome such an impasse, advisable as that may have been.

Today it is absolutely essential that any procedure which promises

(Continued on page 2)

Services Tomorrow In Washington For Joyce O'Hara, 59

WASHINGTON, Jan. 11.—A Requiem Mass will be sung here at 10:30 A.M. Tuesday for Joyce O'Hara, 59, executive vice-president of the Motion Picture Association of America, who died suddenly in the Hotel Waldorf Astoria in New York Friday morning. The rites will be held at St. Ann's Catholic Church, with burial in Arlington National Cemetery.



Joyce O'Hara

O'Hara had arrived in New York from Washing-

(Continued on page 5)

Myers' Report Asks Authorization for Step If Sales Practices Are Not Changed; Asks Incentive Selling, Drive to Re-Win Patrons

NEW ORLEANS, Jan. 11.—Allied States Association general counsel Abram F. Myers urged the Allied board specifically to authorize its officers to go to Congress with the Association's complaints against distributor selling practices if these practices aren't reformed in the near future.

This was a highlight of a 27-page annual report which Myers prepared for submission to Allied's mid-winter board meeting at the Jung Hotel here tomorrow and Tuesday. The report was another blistering attack on distribution policies, along with a call to the film companies to abandon their past policies and join exhibitors in a "united assault on the existing box-office depression."

Such an assault, Myers said, must take a different tack from previous plans. It must be based on selling the public the idea that it's "smart to go to the movies," plus a new sales policy which gives theatre owners more incentive for local exploitation and promotion.

Myers released no formal agenda for the mid-winter meeting, saying it was to be more on "organizational" problems than on board policy questions. One of the top items on the

(Continued on page 5)

Ok Fabian, Rosen for WB Theatre Posts

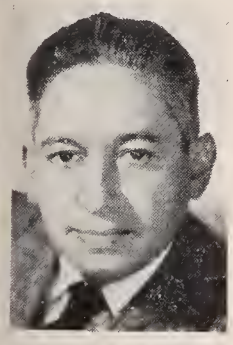
The way was cleared by the New York Statutory Court on Friday to allow Si H. Fabian, president, and Samuel Rosen, vice-president of Fabian Enterprises, Inc., respectively, to become officers and directors of the new Warner Brothers theatre company, to be formed on Feb. 28.

At the same time, Warners dis-

(Continued on page 5)

Bergman Will Study Speakers Unit Idea

Maurice Bergman of Universal Pictures has been appointed by the three co-chairmen of the Council of Motion Picture Organizations to serve as chairman of a committee to study the feasibility of organizing an industry speakers bureau.



Maurice Bergman

Announcement of the appointment was made at the weekend by Robert W. Coyne, COMPO special counsel, who said the organization's executive triumvirate, True-

(Continued on page 2)

Truman Sees $310,000,000 From Ticket Tax in 1953

By J. A. OTTEN

WASHINGTON, Jan. 11.—The budget submitted by President Truman to Congress at the weekend estimates that the 20 per cent tax on tickets to motion picture theatres, sports events and other general-admission entertainment will bring in $310,000,000 in the 1953-54 fiscal year, compared to an estimated $320,000,000 in the current fiscal year and $330,782,072 in the 12 months ending last June 30.

In contrast, the budget estimated that receipts from the Federal excise tax on radio and television sets, phonographs and records would continue to rise—from $134,536,706 in the 1951-52 fiscal year, to an estimated $162,000,000 in the current 12 months and to an estimated $173,000,000 in the year starting July 1, 1953.

While the prediction of a drop in admission tax receipts might prove useful in the industry's campaign for tax relief, in that it indicates a marked decline in attendance, the general tone of the budget message was certainly against tax relief. The President painted a picture of large deficits for several years unless tax revenues were raised substantially. He urged Congress to keep the nation as closely as possible to a pay-as-you-go basis, and while he made no specific recom-

(Continued on page 2)

Snaper and Hetzel In Arbitration Talk

Wilbur Snaper, president of national Allied, is expected to make a report to the board of directors in New Orleans on his meeting Friday with Ralph Hetzel, in charge of the New York office of the Motion Picture Association of America, in regard to the arbitration status. Snaper had been scheduled to meet with both Hetzel and the late Joyce O'Hara, MPAA vice-president, on the disputed points in the existing arbitration plan drafts.

Because of the vital importance of the arbitration issue in view of the

(Continued on page 2)

JOHN HUSTON DOES IT AGAIN!

UA's MOULIN ROUGE

"CANDIDATE FOR ACADEMY AWARD"—M. P. Daily

Starring JOSÉ FERRER
Directed by JOHN HUSTON
A ROMULUS Production
Color by TECHNICOLOR

Personal Mention

BARNEY BALABAN, Paramount president; A. W. SCHWALBERG, president of Paramount Film Distributing Corp., and E. K. (TED) O'SHEA, vice-president, will return here today from Hollywood. GEORGE WELTNER, president of Paramount International, returned to New York at the weekend.

•

ROBERT TAYLOR last night received a citation of honor from Major General GEORGE C. KENNY on the ED SULLIVAN "Toast of the Town" TV show. The award, given on behalf of the Air Force Association, honors M-G-M for the production of "Above and Beyond."

•

LACY KASTNER and ROGER SARDOU, Columbia executives in Paris: LEROY BRAUER, in Sydney, and JOSEPH E. MCCONVILLE, in Mexico City, are en route here for the company's meeting in Chicago Friday.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, will depart for New Orleans from here today to address the Gulf States Allied convention to be held tomorrow and Wednesday.

•

MURRAY SILVERSTONE, president of 20th Century-Fox International, has left here for England and will be gone three weeks.

•

TED LOEFF, Aspen Pictures' advertising-publicity representative, returned to Hollywood over the weekend from New York.

•

SAMUEL GOLDWYN will be the guest on CBS Radio's "Edgar Bergen-Charlie McCarthy Show" Sunday.

•

LEON BRANDT, RKO Radio exploitation manager, returned to New York over the weekend from Chicago.

Ease Trusteeship of UPT Provisions

WASHINGTON, Jan. 11.—The Justice Department has agreed to amend the Paramount Pictures consent decree to make it easier for owners of trusteed United Paramount Theatres stock to get their stock out of trust.

At present, an owner of trusteed UPT stock can get his stock out if he submits an affidavit that he owns no Paramount Pictures stock or that he owns less than 500 shares of UPT stock, regardless of his holdings of pictures stock.

The proposed amendment would raise this 500 limit to 2,000. It would also permit anyone with more than 2,000 shares of UPT stock to come to the Justice Department, on an individual basis, and make a showing that his holdings of picture stock do not give him any control over the picture company's management. If he makes such a showing, he would be allowed to take his UPT stock out of trust.

Sharp Drop in US Ticket Tax Income

Washington, Jan. 11.—General admission tax collections dropped in November, reflecting October box-office business, the Internal Revenue Bureau reports.

It said collections fell to $24,835,819, the lowest figure since June and sharply below the $31,294,629 collected in October. The November collections compare with the $31,084,965 collected in Nov. 1951.

Tradewise . . .

(*Continued from page* 1)

increased theatre attendance be explored, seriously and to a definite conclusion. A recent test of one method of incentive selling in Texas was heralded as a success for both the participating distributors and the exhibitors. Perhaps the same method would not work in every situation, but variations of it designed to meet differing conditions elsewhere might readily be devised.

Surely, if incentive selling is all that is required to induce hundreds of exhibitors in all parts of the country to do their utmost to get more patrons into their theatres, then an attempt to devise an incentive selling method that works would be well worth the effort.

• •

The industry began paying a deserved tribute to the Grand Old Man of Films, Adolph Zukor, in Hollywood last week. The celebrations are scheduled to continue throughout the next several months.

At 80, and with a half-century in the industry behind him, Adolph Zukor stands as one of the greatest living motion picture pioneers. His career spans every great phase in the development of this great industry, and much in its development is traceable directly to his unique vision, capabilities and belief in the film as the greatest medium of mass entertainment.

Zukor is as confident today as ever in the vitality of the industry and its future. May he be spared to see his present visions of industry prosperity realized, as he did his early ones.

Notables to Attend 'Jazz' Premiere

Mrs. Eleanor Roosevelt, Mrs. Walter Chrysler, Jr., and Basil O'Connor have joined the list of celebrities who will attend tomorrow night's premiere of "The Jazz Singer" at the Paramount Theatre here. Total proceeds of the premiere will go to the National Foundation for Infantile Paralysis.

$310,000,000

(*Continued from page* 1)

mendations, he implied strongly that tax increases due to expire should be renewed and that Congress should think long before instituting any new tax cuts.

Other items of interest to the industry and related fields in the 1953-54 budget message were these:

A request for the start of a new program for the preservation of valuable motion pictures owned by the National Archives;

Proposed increases in the budgets of the Federal Communications Commission, Federal Trade Commission, and the anti-trust division of the Justice Department; and,

Proposed expansion of the State Department's overseas information program, including the film division.

Whether any of these new or expanded programs will be approved by Congress is problematical. In the first place, the new Eisenhower Administration will submit suggestions for revising some of the Truman requests, starting in April. Secondly, Congress is in an economy-minded mood, and will view every item in the President's budget very critically.

The budget asked for $200,000 to start the National Archives film preservation program in the new fiscal year. It said that much of the highly-valuable collection of private and government-produced films is rapidly deterioriating, and should be converted from the present nitrate base to a safety acetate base. The $200,000 would cover the cost of converting about 3,000,000 feet or about one-third of the total requiring conversion, it was estimated.

$114,515,800 for 'Voice'

The President asked for $114,515,800 for the Voice of America program in the 12 months starting July 1. This would compare to appropriations of $96,184,463 in the 1951-52 year and $95,690,722 in the current year. The film branch would get $10,319,000 of the total. This year it is operating on only $7,205,800. Last year it had $10,520,264.

A 25 per cent increase in the FCC budget was asked, from $6,408,460 in the current 12 months to $8,000,000 for the year starting July 1. The President said this increase was needed mostly to process applications for new television stations.

The budget said more money was being asked for the FCC largely to permit the agency to devote more time to investigating recent and proposed corporate mergers. The President asked $5,500,000 for this agency, compared with the $4,178,800 it has this year.

Snaper and Hetzel

(*Continued from page* 1)

Allied board meeting, Snaper and Hetzel met briefly despite the sudden death of O'Hara Friday morning. Details of the Snaper-Hetzel session will be announced later this week by MPAA president Eric Johnson, according to the New York office of the MPAA.

'Gehring Week' Fete Here Thursday Night

The 20th-Century-Fox sales organization yesterday launched its activities in observance of "Bill Gehring Week," which will continue through Jan. 17 as a tribute to the 35th anniversary with the company of its executive assistant general sales manager.



William Gehring

The observance week here will be climaxed by a testimonial dinner to Gehring, sponsored by Al Lichtman, head of distribution, which will be given Thursday night at Toots Shor's restaurant. Company executives, members of the New York distribution staff and invited guests will attend.

Spyros P. Skouras, company president, will be the principal speaker at the dinner, and Monsignor Patrick J. Masterson, executive secretary of the Legion of Decency, will give the invocation.

'Quiet Man' 1st in Federation Poll

Republic's "The Quiet Man" was voted the No. 1 picture of 1952 in the list of "10 best" pictures of the year selected by the General Federation of Women's Clubs' motion picture division. The nine runners-up were:

"Come Back, Little Sheba," Paramount; "Breaking Through the Sound Barriers," United Artists; "High Noon," United Artists; "Hans Christian Andersen," RKO Radio; "The Thief," United Artists; "Singin' in the Rain," M-G-M; "Five Fingers," 20th Century-Fox; "The Story of Will Rogers," Warner Brothers, and "The Promoter," Universal.

Bergman

(*Continued from page* 1)

man T. Rembusch, Sam Pinanski and Al Lichtman, wanted authentic information placed before business and civic groups as part of the industry's fight against oppressive taxation.

Bergman, who is in charge of public relations for Universal, made a two-week speaking tour of Ohio last spring under COMPO's sponsorship. The tour proved so effective, Coyne said, that the COMPO leaders decided to ask Bergman to see what could be done to establish a bureau that would utilize the industry's speaking talent on a national scale.

Bergman declared that all that is needed to make such a project a valuable asset to the industry is cooperation by those possessing talent for public speaking. If his committee's study indicates that such cooperation will be forthcoming, he said, steps will be taken immediately.

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This one will have you standing on your head too!

see next page

FOR THE BIG HOLIDAYS IN FEBRUARY!



Marilyn Monroe and "Niagara" a raging torrent of emotion that even nature can't control!



20th CENTURY-FOX presents

"Niagara"



starring

MARILYN MONROE · JOSEPH COTTEN · JEAN PETERS Technicolor

with CASEY ADAMS · DENIS O'DEA · RICHARD ALLAN · DON WILSON · LURENE TUTTLE · RUSSELL COLLINS · WILL WRIGHT

Produced by CHARLES BRACKETT Directed by HENRY HATHAWAY Written by CHARLES BRACKETT, WALTER REISCH and RICHARD BREEN

HEY! TAXI

THE 'MIRACLE' PICTURE OF THE YEAR!



THERE'S NO BUSINESS LIKE 20 CENTURY-FOX BUSINESS!

NEWS in Brief . . .

Herbert Golden, of the Bankers Trust Co.'s amusement industries division, will leave New York tomorrow for Hollywood to study the TV-film field, in line with the bank's policy to expand into the financing of television productions. Golden will confer with potential clients and tour various studios now making films for TV.

•

HOLLYWOOD, Jan. 11. — The first Vistascope units for television will be delivered in New York tomorrow and will be available to all video stations and networks, Barney Balaban, president of Paramount Pictures, disclosed at the weekend. The Vistascope process is owned jointly by Paramount and Sol Lesser.

The first prospective customers are NBC, CBS and DuMont, all of which plan to use the process for live-action television, it was revealed.

•

HOLLYWOOD, Jan. 11. — Robert L. Bendick, vice-president of Cinerama Productions, who with Merian C. Cooper co-produced "This Is Cinerama," has signed a new contract which permits the use of his services in any production capacity but principally as a producer and director.

Warner Brothers

(*Continued from page* 1)

closed in its annual statement to stockholders that a number of changes has been incorporated in its reorganization plan, many of which stem from the recent agreement between Warners and Fabian under which Harry M., Albert and Jack L. Warner will sell their controlling stock interest in the new Warner theatre company to Fabian.

To New Picture Company

Under the changes, the company's entire term bank loan of $4,773,000 will be allocated to the new picture company, instead of three-fourths of it, as proposed under the original reorganization plan, adopted to effect the divorcement of the company into production-distribution and exhibition entities as required by the consent decree.

The three-man New York Statutory court approved the order allowing Fabian and Rosen to become officers and directors of the new theatre company following an agreement with the Department of Justice, which requires the divestiture of three additional theatres in cities where Warner and Fabian theatres together might dominate the market. The cities affected are Johnstown, Pa., Troy and Albany, N. Y.

The approval of the court was made contingent upon the consummation of the Warner-Fabian sale and the assent of the stockholders, whose annual meeting has been set for Feb. 17 in Wilmington, Del.

WB Notes Revenue Drop for Quarter

Box-office receipts of Warner theatres for the quarter ended Nov. 29, 1952, show a decline compared with the box-office receipts for the same period in the previous year, WB stated here Friday in its annual report to stockholders.

For the same quarter in 1952, the report added, the film company's gross film rentals were lower than in 1951. Operating results of the company for the quarter ended, Nov. 29, 1952, are not yet available, it was noted, but it is expected that the profit before capital gains and before provision for Federal income taxes and contingencies will be considerably lower than the corresponding profit of $4,170,000 earned for the same quarter last year.

The report, which covered operations beyond the fiscal year ended Aug. 31, 1952, took note of the agreement with the Department of Justice providing for an extension until July 4 for the divestiture of WB's remaining 24 theatres. Since the consent judgment, it was explained, a total of 30 theatres subject to divestiture have been disposed of by sale, sub-lease or by the cancellation or expiration of leases.

Allied's Trade Grievances

(*Continued from page* 1)

agenda, though, has to be election of officers for the coming year. Wilbur Snaper is considered a sure bet for another term as Allied president.

So far no one has proposed any discussion of arbitration at the board meeting, Myers said. He added, however, that this could be brought up from the floor. Snaper met with Ralph Hetzel of the MPAA in New York Friday on the arbitration issue and he may introduce the subject.

Key comments in the Myers' report were these:

There's "good reason to expect" repeal of the 20 per cent admission tax at the current session of Congress;

The industry must abandon the idea that there's nothing wrong with the business that good pictures won't solve;

There is no indication that distribution leaders are willing to arbitrate film rentals, and Allied continues to insist on the inclusion of this matter in any arbitration plan;

Incentive selling might be based on a plan which would determine a "let live" film rental for normal grosses and would decrease the distributor's share as the gross increases;

The board should reaffirm the convention resolution to petition the new Attorney General to drop the 16 mm. case;

Exhibitors will probably decide it's "unwise to continue business relations" with companies like Republic which sell large amounts of their pictures to television;

Unless the distributors reform promptly, "there will be no future for the Council of Motion Picture Organizations."

Myers said the industry must devote the coming year to ascertaining the causes of box-office decline and staging an all-industry campaign to put that information to use to overcome the decline. He declared that theatres were the foundation of the industry, and all the industry should join to strengthen business at the theatre level.

Disproved Two Explanations

The past year, he stated, has disproven two explanations of the box-office drop—that people don't have the money and that good pictures will bring them in. The people had money to spend on what they wanted, he declared, and business in the fall was bad, despite good pictures.

Must Decentralize Advertising

The industry must decentralize its advertising and cooperate in carefully designed institutional advertising, the report stated. The American people—and especially young people—must be convinced that it's smart to go to the movies, rather than smart to say "I never go to the movies any more" or "there aren't any good movies," the board was told.

But above everything, Myers said, there must be a "big shake-up in distribution with radical reforms in pricing policies and practices." He repeated arguments he's made many times before against the present system where the distributor's percentage increases as the gross rises, "thereby destroying all incentive on the part of the exhibitor to exploit the picture and promote attendance." Distribution has always regarded the theatre owner as a mere agent, wholly dependent on the distributor and entitled to only the narrowest possible margin, Myers claimed. He said such "archaic attitudes and oppressive methods" must be indicated as a chief cause of the low state of the industry.

In order for the industry to recover, the board was told, distributors must give exhibitors an incentive. Myers then suggested his formula based on normal grosses for a test period for different classes of pictures or different types of operation, with the distributors' share falling as the gross rose beyond the normal.

Equitable Formula

"Nothing could give the business a bigger lift than the development of an equitable formula for pricing films," Myers stated.

Myers said that when the Justice Department is reorganized under a new Attorney General, "it may be that the cases against the film companies will be reviewed and action taken toward making them effective." But just to play safe, he added, it might be a good idea for the board to specifically authorize Allied officers to take their complaints to the House or Senate Small Business Committees.

(*Continued on page* 6)

$20-Million Gross For 5 'Road' Films

Paramount's "Road to Bali," starring Bing Crosby, Bob Hope and Dorothy Lamour, in its first 1,000 dates has grossed so heavily that "it is virtually certain to exceed the box-office achievement of any of the five previous 'Road' pictures, each of which topped $4,000,000 in film rentals for a total take in excess of $20,000,000," the company stated at the weekend.

O'Hara Services

(*Continued from page* 1)

ton about 1:00 A.M. Friday and checked in at the Waldorf Astoria. He was found dead in his suite shortly after 10 o'clock by a hotel maid. He died presumably from a heart attack. O'Hara had gone to New York for a business conference.

Many Years with Johnston

An associate of MPAA president Eric Johnston for many years, O'Hara served as Johnston's special assistant when the latter was president of the United States Chamber of Commerce. He continued in the same capacity when Johnston was named president of the MPAA. Subsequently he was appointed vice-president of the association and served as its head when Johnston took a leave of absence to serve as economic stabilizer in the government in 1951. O'Hara accompanied Johnston on most of his domestic and overseas trips, participating in conferences on several important film agreements with foreign governments. He was chief American negotiator in working out the Anglo-American film pact with the British government.

O'Hara was born in Pittston, Pa., and after finishing high school was in the newspaper business for 10 years. While working as a newspaper man in Washington he attended Georgetown University where he received his law degree.

Survivors are his widow, Mrs. Camille O'Hara; two daughters, Mrs. John Cosgrove and Miss Angela O'Hara, and a son, John, of Salem, Mass.

Johnston was flying here from Honolulu over the weekend to attend the services.

Another Goldwyn Award

HOLLYWOOD, Jan. 11.—The Southern California Motion Picture Council has presented Samuel Goldwyn with its "Gold Star Award," top honor conferred by the group, for his production of "Hans Christian Andersen."

from
Earl Wilson's "Bests of 1952"

"...The best exploited film, 'The Thief' (thanks to publicist Bernie Kamber)..."

BERNARD M. KAMBER
Consultant to independent producers and distributors

200 WEST 57th STREET, N. Y. 19, N. Y.
JUDSON 6-1890-1-2

PUBLIC RELATIONS
NATIONAL EXPLOITATION

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS of

"SWORD OF VENUS"

ALBANY Fox Scr. Rm. 1052 B'way	Mon. 1/19	3:30	P.M.
ATLANTA RKO Scr. Rm. 195 Luckie St., N.W.	Mon. 1/19	2:30	P.M.
BOSTON RKO Scr. Rm. 122-28 Arlington St.	Mon. 1/19	2:30	P.M.
BUFFALO Mo. Pic. Oper. Scr. Rm. 498 Pearl St.	Mon. 1/19	2:00	P.M.
CHARLOTTE Fox Scr. Rm. 308 S. Church St.	Mon. 1/19	3:30	P.M.
CHICAGO RKO Scr. Rm. 1300 S. Wabash Ave.	Mon. 1/19	2:00	P.M.
CINCINNATI RKO Palace Scr. Rm. 12 E. 6th St.	Mon. 1/19	9:30	P.M.
CLEVELAND Fox Scr. Rm. 2219 Payne Ave.	Mon. 1/19	2:30	P.M.
DALLAS Rep. Scr. Rm. 412 S. Harwood St.	Mon. 1/19	2:30	P.M.
DENVER Para. Scr. Rm. 2100 Stout St.	Mon. 1/19	3:30	P.M.
DES MOINES Fox Scr. Rm. 1300 High St.	Mon. 1/19	10:30	A.M.
DETROIT Blumenthals Scr. Rm. 2310 Cass Ave.	Mon. 1/19	2:30	P.M.
INDIANAPOLIS Univ. Scr. Rm. 517 N. Illinois St.	Mon. 1/19	2:30	P.M.
KANSAS CITY Para. Scr. Rm. 1800 Wyandotte St.	Tues. 1/20	2:30	P.M.
LOS ANGELES RKO Scr. Rm. 1980 S. Vermont Ave.	Mon. 1/19	10:30	A.M.
MEMPHIS Fox Scr. Rm. 151 Vance Ave.	Mon. 1/19	2:30	P.M.
MILWAUKEE Warner Scr. Rm. 212 W. Wisconsin Ave.	Mon. 1/19	2:00	P.M.
MINNEAPOLIS Fox Scr. Rm. 1015 Currie Ave.	Mon. 1/19	2:30	P.M.
NEW HAVEN Fox Scr. Rm. 40 Whiting St.	Mon. 1/19	3:30	P.M.
NEW ORLEANS Fox Scr. Rm. 200 S. Liberty St.	Mon. 1/19	2:30	P.M.
NEW YORK RKO Scr. Rm. 630 Ninth Ave.	Mon. 1/19	11:00	A.M.
OKLAHOMA Fox Scr. Rm. 10 North Lee St.	Mon. 1/19	2:30	P.M.
OMAHA Fox Scr. Rm. 1502 Davenport St.	Mon. 1/19	1:30	P.M.
PHILADELPHIA RKO Scr. Rm. 250 N. 13th St.	Mon. 1/19	2:30	P.M.
PITTSBURGH RKO Scr. Rm. 1809-13 Blvd. of Allies	Mon. 1/19	3:00	P.M.
PORTLAND Star Scr. Rm. 925 N.W. 19th Ave.	Mon. 1/19	2:30	P.M.
ST. LOUIS RKO Scr. Rm. 3143 Olive St.	Tues. 1/20	1:00	P.M.
SALT LAKE CITY Fox Scr. Rm. 216 E. 1st St. South	Mon. 1/19	3:00	P.M.
SAN FRANCISCO Fox Scr. Rm. 245 Hyde St.	Mon. 1/19	10:30	A.M.
SEATTLE Jewel Box Scr. Room 2318 2nd Ave.	Mon. 1/19	1:00	P.M.
SIOUX FALLS Hollyw'd Thea. 212 N. Philips Ave.	Mon. 1/19	10:30	A.M.
WASHINGTON Film Center Scr. Rm. 932 New Jersey Ave.	Mon. 1/19	2:00	P.M.

Television--Radio

with Pinky Herman

WHEN columnist Harriet Van Horne missed a recent appearance as a regular panelist on the WABDavid Lowe TV production, "What's the Story?" her substitute on the program was Henry B. Sell, editor of *Town & Country*. Mr. Sell not only sent the entire check he received to CARE but also included a note which read, "Donated by Harriet Van Horne." (A LOWE bow to Mr. SELL for so generous and gracious an act without blowing his HORNE.) . . . Comedienne Vera Vague is en route East to confer with producer Walt Framer on the TV "ABChance of a Lifetime" series which she'll femcee starting Thursday (8:00 to 8:30 P.M.). . . . Technicians and behind the scenes personnel are cordially invited by chairman Wm. Offenhauser, Jr., and Emerson Yorke, chairman and secretary-treasurer of the Society of M.P. & TV Engineers (Atlantic Coast Section) to attend the Org's meeting tomorrow night at 8 at the 20th Cent.-Fox home office theatre to listen to a lecture by Karl Freund, A.S.C., and prexy of Photo Research Corp. of Hollywood. . . . Gil Stratton, Jr., featured in "My Little Margie," has been a Big League baseball umpire for the past six years.

☆ ☆ ☆

With a record of more than 150 motion pictures and Broadway stage plays to his credit, Roscoe Karns jumped into TV with both feet back in 1949, assuming the lead role in the WABDetective series, "Rocky King, Detective." R.K.'s down to earth sleuthing has resulted in the program being carried by 35 stations with an increase from a mediocre to a healthy Nielsen of 21.8. . . . Show is a Wilbur Stark-Jerry Layton package. . . . Rex Marshall rejoined the Maxwell House coffee "family" (he used to announce the "Claudia" series) when he took over as announcer of the "Red Buttons Show" over CBS-TV last Monday. . . . A jeweler will sponsor a new MBSeries of "Lanny Ross Sings" musicals. . . . Because of the great job she turned in as femcee at the premiere of 20th Century-Fox's "Stars & Stripes Forever," Maggi McNellis will do a similar TV ABChore tomorrow nite at 8:30 when Warner Bros. "The Jazz Singer" opens at the Paramount. Dennis James will also be on hand for the festivities.



Roscoe Karns

Allied

(*Continued from page 5*)

"In order to succeed in our campaign for reforms which will pave the way for an all-industry recovery program, we must convince all concerned that our campaign is going to be prosecuted until our ends are achieved," the report said, it expressed the hope the film company heads would see the wisdom of yielding some of their power, but added that "we cannot depend on this and we must be prepared to fight it out along the lines laid down in Chicago."

Turning to other subjects, Myers recalled that Republic had recently sold 104 of its old pictures to television. He said this would not in itself put any theatres out of business, but "it won't make the exhibitors' lot any easier, and if a few more companies should follow that company's bad example, it might spell the end." He cautioned exhibitors of the illegality of any concerted boycott of Republic, but added that "it is inevitable that many exhibitors, acting individually, will figure out that it is unwise to continue business relations with a company that has shown such wilful disregard for their interests and for the industry of which it is a part."

Praises Tax Progress

Myers praised the progress of the tax repeal campaign, saying an unexpectedly large number of Congressmen and Senators had committed themselves to repeal. "Unless engulfed in some overriding Congressional or Administration policy," he said, "There is good reason to expect that this abominable tax will be repealed at the present session of Congress."

The report warned against the possibility that the distributors might try to "appropriate to themselves" all the benefits of a tax cut. He said this made it more necessary than ever that Allied continue its activities to "force the distributors to their senses."

Allied renewed its COMPO membership only until the next convention board meeting, Myers recalled. A decision on renewing it then, he said, "will undoubtedly hinge upon whether the tax campaign is successful and whether in the meantime the distributors have sufficiently modified their selling policies. If the exhibitors then are in the same position they are in now, there will be no future for COMPO or for the exhibitors."

Ullman an Opportunist

ALBANY, N. Y., Jan. 11.—A weekend letter by Saul J. Ullman, Upstate general manager for Fabian Theatres, accompanying the annual pass sent to selected area residents, included a plea for contributions to the Will Rogers Memorial Hospital at Saranac Lake. Ullman is exhibitor chairman in this exchange district for the Rogers drive.

Report Tobey Again Questions ABC Deal

Washington, Jan. 11.—Senator Tobey (R., N. H.), who will head the Senate Commerce Committee in Congress, has sent another wire to the Federal Communications Commission in opposition to early approval of the proposed merger between United Paramount Theatres and American Broadcasting Co., it is understood.

It was believed that Tobey indicated his Committee wanted to investigate the circumstances of the merger, and possibly ask the FCC to hold off a decision until after this investigation. Neither Tobey's office nor the FCC would comment.

Simonelli West on 'Gambler' Premieres

Charles Simonelli, Universal's Eastern advertising-publicity department manager, left New York over the weekend for Chicago for meetings with Ben Katz, Universal's Midwest promotional representative, on plans for the launching of "The Mississippi Gambler" in the Midwest following world premiere and pre-release territorial openings in the Mississippi River Valley starting tomorrow.

While in Chicago, Simonelli will hold meetings with Manie M. Gottlieb, Universal district sales manager, on the promotional support being developed for product being released during the company's current "Charles J. Feldman Silver Anniversary Drive." From Chicago, Simonelli will go to St. Louis, Memphis and New Orleans to participate in the premiere of "The Mississippi Gambler."

NCAA Okays Strict Controls on Video

WASHINGTON, Jan. 11.—By an overwhelming 172 to 13 vote, the National Collegiate Athletic Association convention on Friday approved its TV committee's report recommending that strict controls be kept on next fall's college football games.

Condon on Coast for Publicity, Ad Meets

HOLLYWOOD, Jan. 11.—Richard Condon, director of advertising-publicity for RKO Radio, has arrived here from New York to survey studio publicity operations with Perry Lieber, studio publicity director.

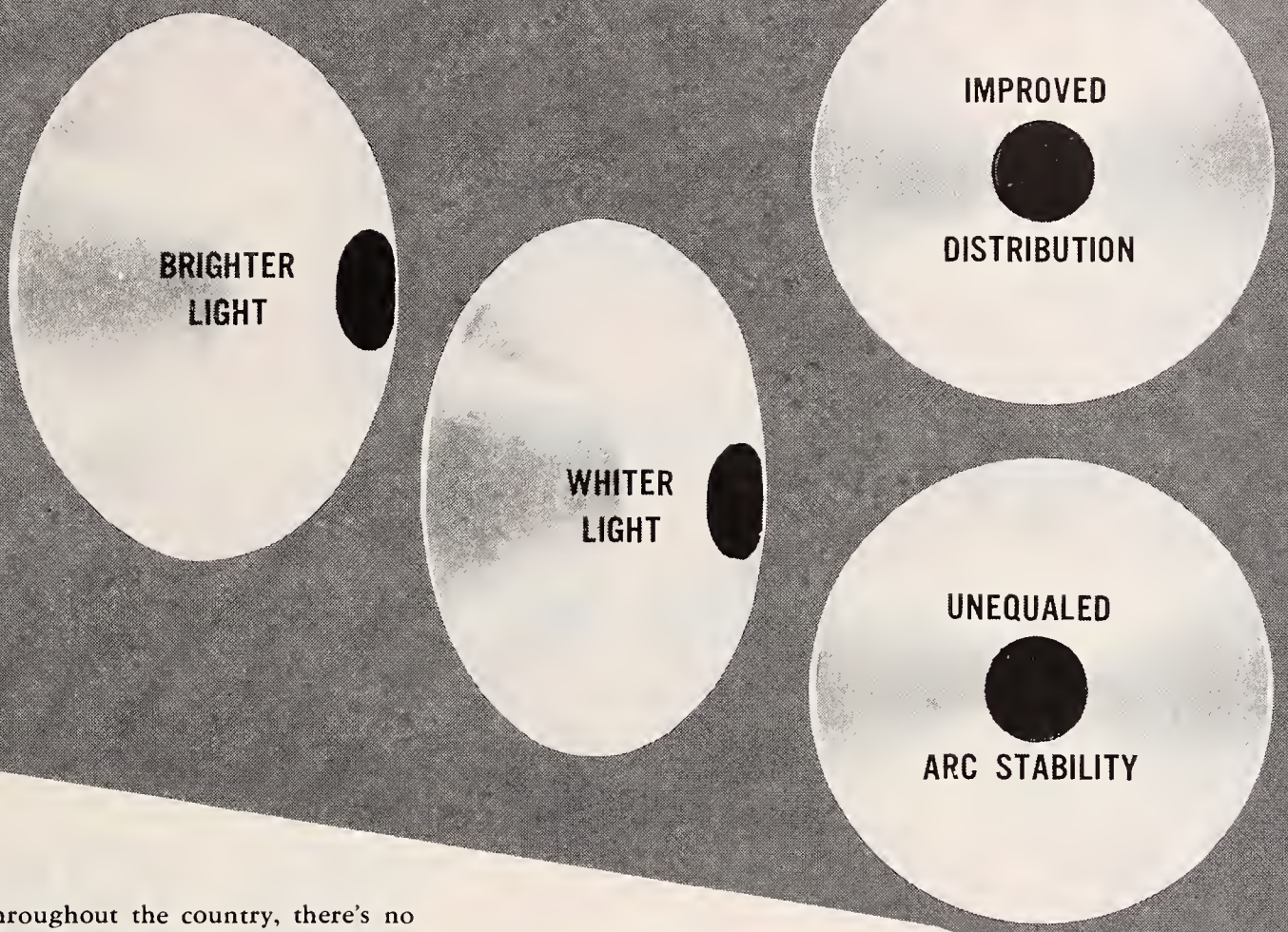
Delta Sues Majors For $1,450,000

NEW ORLEANS, Jan. 11.—Delta Theatres, Inc., operating the Joy first-run theatre here has filed suit for $1,450,000 charging monopolistic practices against Paramount Pictures, Paramount Film Distributing Corp., Paramount Gulf Theatres, Inc., Loews, Inc., Metro-Goldwyn-Mayer Distributing Corp. of Texas, Radio-Keith-Orpheum, RKO Theatres, Warner Brothers, 20th Century-Fox, United Artists Columbia Pictures and Columbia Pictures of Louisiana.

They do it with Mirrors...

and NEW NATIONAL 9 mm "SUPREX" CARBONS!

TRADE-MARK



Throughout the country, there's no trick to the greatly improved screen light in theatres using "Suprex" carbons. It's simply that they have switched to NATIONAL CARBON'S NEW 9 mm "SUPREX" positive carbon . . . either as a replacement for previous 9 mm carbons or as a conversion trim from former 8 mm carbons in the same lamp.

Yes, projectionists know what they want and they're quick to see that the new 9 mm "Suprex" carbon has it. For example, look at these recent comments following comparative tests in theatres of every size, both indoor and drive-in:

★ ***"MORE LIGHT...BETTER PICTURE..."***

★ ***"NOTICEABLY MORE STABLE, BETTER COLOR..."***

★ ***"EXCELLENT RESULTS..."***

★ ***"CONVERTING FROM 8-7 TRIM IN SIX HOUSES...VERY PLEASED..."***

★ ***"BETTER SIDE-TO-CENTER DISTRIBUTION...OUR NEXT ORDER IN FOR THE NEW 'SUPREX' CARBON..."***

HAVE YOU TRIED THEM?

if not, ask your dealer for the new 9 mm "Suprex" carbon.

BUY WISE—
DEMAND TO SEE THE DIFFERENCE!



The terms "National" and "Suprex" are trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, N. Y.

District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco
IN CANADA: National Carbon Limited—Montreal, Toronto, Winnipeg



HANS CHRISTIAN ANDERSEN

COLOR BY TECHNICOLOR

IS SMASHING EVERY RECORD IN EACH OF ITS PRE-RELEASE ENGAGEMENTS

AT THE

CRITERION and PARIS, NEW YORK (by 25%)

COLONY, MIAMI BEACH (by 20%)

ASTOR, BOSTON (by 50%)

BEVERLY WARNER, BEVERLY HILLS (by 50%)





FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 8 NEW YORK, U. S. A., TUESDAY, JANUARY 13, 1953 TEN CENTS

Overlapping of Taxes to Get Ike's Attention

To Name Committee to Work with Treasury

President-elect Eisenhower will shortly appoint a committee of state governors to work with the U. S. Treasury Department to eliminate some overlapping state, local and Federal taxes, it was reported here yesterday.

Periodically, there have been studies by the Treasury and by the Council of State Governors in this field, but nothing has come of them. The Eisenhower committee will represent a new attempt to get something done.

The admission tax has always been one of the first taxes cited as a problem of Federal-state-local overlapping. It has been so lucrative a revenue source, however, that no government

(*Continued on page* 5)

16-Week Sales Drive For RKO Pictures

RKO Radio Pictures will launch a sales drive on March 6 which will continue to June 25, it was announced here yesterday by Charles Boasberg, general sales manager.

Titled "RKO's 25th Anniversary Drive," it will be aimed at booking RKO product, in every theatre in every territory during each of its 16 weeks duration.

Branch and district managers have been advised to plan intensified selling campaigns immediately in preparation for division meetings which will be

(*Continued on page* 5)

'52 Disney Profit Totaled $451,809

HOLLYWOOD, Jan. 12.—Walt Disney Productions' consolidated net profit for the year ended Sept. 27, 1952 was $451,809, equal to 69 cents a share on 652,840 common shares outstanding, president Roy O. Disney reported here today in his annual report to stockholders.

This compared with a profit of $429,840, equal after preferred dividends to 65 cents a common share in the preceding year. The preferred

(*Continued on page* 5)

Goldman Wins Tax Case Vs. Revenue Dept.

PHILADELPHIA, Jan. 12.—In a decision that is precedental not only for the motion picture industry but all others that have been subjected to anti-trust suits, the U. S. tax court here upheld William Goldman's suit against the Department of Internal Revenue. The circuit head had contested the right of the government to collect taxes on two-thirds of the treble damages of $375,000 awarded him in his anti-trust suit against the majors and Warner Theatres.

The decision was handed down by Judge Johnson. The court's decision

(*Continued on page* 5)

Report UA in Deal To Purchase 'Bwana'

Negotiations on a deal whereby United Artists will purchase the Natural Vision production "Bwana Devil" was reported here yesterday to be near consummation. The deal is said to be an outright buy rather than a distribution arrangement and while details had not been completed, it is

(*Continued on page* 5)

D. of J. Abolishes Small Business Unit

Washington, Jan. 12. — The Justice Department has abolished the anti-trust division's special small business unit, the Senate Small Business Committee said.

It described the unit as a "focal point" for complaints from small businessmen, including independent theatre operators, and indicated the Committee viewed the move unfavorably. The unit's personnel have all been transferred to other sections of the anti-trust division, according to the report.

UPT-ABC Merger Hearing in 2 Weeks; Opposition Hinted

WASHINGTON, Jan. 12.—Senate Interstate Commerce Committee Chairman Tobey (R., N. H.) has notified the Federal Communications Commission that his committee will hold hearings within the next two weeks on the proposed merger between United Paramount Theatres and American Broadcasting Co.

In another major development on the merger, Attorney General James

(*Continued on page* 5)

20TH SLATES 3RD DIMENSIONAL FILM

Skouras Points to Large Sums of Money Being Spent on Stepped Up Technological Program

By MURRAY HOROWITZ

Twentieth Century-Fox plans to release a third-dimensional picture utilizing its own process in 1953, in addition to developing "Anamorphisis," the large-screen French process which offers a third-dimensional effect, it was learned here yesterday.

Commenting on the stepped up technological program, Spyros P. Skouras, 20th-Fox president, stated that the company currently is spending large sums of money to develop new techniques to stimulate the box-office. He said these sums, while large, are being allocated carefully. Skouras added that the attention of top 20th-Fox executives is being more and more devoted to the consideration of new technical development.

"The Robe," slated for production this year, may be the first picture to be made in the "Anamorphisis" process. Tests with the process are now underway in the studio's laboratories on the Coast, it was learned, and the process will be discussed further when Darryl F. Zanuck, vice-president in charge of the studio, arrives here for conferences with Skouras around Jan. 20.

The process, according to a company spokesman, features a screen two or three times the size of the ordinary screen, requires only one projector, and utilizes regular 35mm. film. The only change necessary, it was

(*Continued on page* 5)

Practices, Film Rentals Top Allied Board

Main Issues Confronting Midwinter Meeting

NEW ORLEANS, Jan. 12. — The National Allied board, in its annual midwinter meeting here at the Jung Hotel, concentrated on films rentals and trade practices. Among the points up for discussion were:

The scope of the survey to be made pursuant to the board's declaration of policy and the resolution of John Vlachos, Michigan Allied president; the formal authority of convention resolutions; the formal authority to present problems to Senate and House Small Business Committees; pricing policies and trade practices and suggestions for amending or strengthening the programs adopted at the recent Chicago convention; and the danger of extended clearance of top films.

After national Allied president Wil-

(*Continued on page* 2)

Say Bell System to Advance Theatre TV

WASHINGTON, Jan. 12.—The American Telephone and Telegraph Co. told the Federal Communications Commission today that it will argue at the coming theatre television hearings that the use of Bell system theatre television transmission will permit the development of theatre television networks earlier than otherwise possible. The hearings will resume on Jan. 26.

A. T. and T., the Motion Picture Association of America, the National Exhibitors Theatre Television Com-

(*Continued on page* 4)

Joyce O'Hara Rites In Washington Today

WASHINGTON, Jan. 12.—The industry will pay its respects to Joyce O'Hara, vice-president of the Motion Pictures Association of America here tomorrow when a requiem mass will be celebrated at St. Ann's Catholic Church. O'Hara died in the Hotel Waldorf-Astoria, New York, last Friday morning of a heart attack.

Representatives of major film companies and the MPAA offices in New York will be present at the services,

(*Continued on page* 5)

Personal Mention

JERRY PICKMAN, Paramount advertising-publicity vice-president, will return here today from Hollywood.

•

DUDLEY ROBERTS, JR., president of Cinerama Corp., will be one of three executives to be interviewed by newsman MARSHALL MCNEIL today over the WABD-TV show, "Meet the Boss."

•

WALTER BRANSON, RKO Radio assistant general sales manager, left New York for Hollywood yesterday, the first stop on a tour of Western branches.

•

B. BERNARD KREISLER, president of International Film Associates Corp., returned here yesterday from a Caribbean business-vacation trip.

'Jazz' Opening Here LaunchesNewSeason

"The Jazz Singer" premiere tonight at the Paramount Theatre before a host of celebrities will mark the first big film event on Broadway this year. Stars Danny Thomas and Peggy Lee will make a stage appearance for the occasion.

Among the celebrities who purchased tickets are Mrs. Eleanor Roosevelt, Mrs. Walter Chrysler, Jr., Mrs. Albert D. Lasker, Mayor Impellitteri, and Basil O'Connor. Personalities from the entertainment world who are scheduled to attend are Robert Taylor, Marlene Dietrich, Harry Hershfield, Robert Q. Lewis, Lily, Pons, Andre Kostelanetz, Jackie Gleason, Johnnie Ray, Salvador Dali, Joey Adams, Milton Berle, Jane Pickens, Dennis James, Maggi McNellis, the Gilbert Millers, Dagmar, Ted Lewis, Gypsy Rose Lee, Candy Jones, Zsa Zsa Gabor, the Meyer Davises, Ted Mack, Sid Caesar, Faye Emerson, Skitch Henderson, Jan Peerce, Joe E. Brown, Rosalind Russell.

Eitel's Palace in Chicago Is Closing

CHICAGO, Jan. 12.—Eitel's Palace Theatre, Loop first run house, will close Wednesday after extended but fruitless efforts to arrive at a scale for projectionists for a proposed run of "This Is Cinerama." Decision to close resulted from a combination of inability to settle the wage scale and the fact that the house has no bookings after the present "Stars and Stripes Forever."

$500,000 to Promote UA's 'Moulin Rouge'

A starting budget for advertising, publicity and exploitation of $500,000 —the largest ever in the history of a film released through United Artists —has been set for John Huston's "Moulin Rouge," according to Max E. Youngstein, vice-president.

Gulf Allied Meet To Hear Cole, Myers

New Orleans, Jan. 12. — A report on the Federal admission tax by Col. H. A. Cole and an arbitration report by national Allied general counsel Abram F. Myers will highlight the business sessions of the Allied Theatre Owners of the Gulf States annual meeting here tomorrow and Wednesday, according to president Abe Berenson.

Allied Board

(*Continued from page* 1)

bur Snaper called the meeting to order, Abe Berenson, president of the Gulf States Allied, gave the welcoming address, calling for greater unity of all independent exhibitors to combat whatever trade practices and exorbitant trade rentals that are being forced upon small exhibitors.

Abram F. Myers, chairman and general counsel, read his annual report and Jack Kirsch, Illinois Allied head, reported on the 1952 convention.

Television developments since the Chicago meeting will be discussed at tomorrow's session.

3 Premieres Climax 'Gambler' Campaign

ST. LOUIS, Jan. 12.—Universal-International will climax one of its most extensive territorial promotional campaigns tomorrow when "The Mississippi Gambler" has its world premiere at the Fox Theatre here, to be followed by openings at the Malco Theatre, Memphis, on Wednesday and at the Joy Theatre, New Orleans, on Thursday. The trio of premieres will launch 350 pre-release dates in the Mississippi River Valley.

Pix's D.C. Plymouth Files Trust Suit

An anti-trust suit seeking $1,248,000 from the majors and District Theatres Corp. was filed here in Federal District Court by Pix Theatres, Inc., owner of the Plymouth Theatre, a Negro house in Washington, D. C.

The plaintiff alleged that the Plymouth was discriminated against in first and subsequent runs in favor of District's Langston Theatre. Pix Theatres is owned by Samuel, Max and Faith Cummins, Seymour B. Cohen and Rose Chatkin.

Services for Jennings On Coast Tomorrow

HOLLYWOOD, Jan. 12.—Services will be held here Wednesday morning at the Church of the Recessional, Forest Lawn, for H. Gordon Jennings, 56, distinguished cameraman and special effects director, who succumbed to a heart attack yesterday.

NEWS in Brief . . .

CHICAGO, Jan. 12.—Robert L. Lippert will supply his franchise holders with 12 features for release during the first five months of this year, he told the franchise holders at their first annual meeting here.

Lippert left for New York to spend the week with general sales manager Arthur Greenblatt before returning to Hollywood. Lippert said all product, headed by "The Tall Texan" and "I'll Get You," is completed or in the final editing stage.

•

The Atlantic Coast section of the Society of Motion Picture and Television Engineers will meet at the 20th Century-Fox home office this evening. Karl Freund, photography director and president of Photo Research Corp., Hollywood, will speak on three subjects: "Shooting the Live TV Show on Film in Hollywood," "The Spectra Brightness Spot Meter" and "The Spectra Color Temperature Meter."

•

Morey Getz, treasurer of G-B (Getz-Buck) Productions, flew to Paris and Hamburg to confer with his associates, Jules Buck and David Getz, about final shooting preparations for "The Sea Devil," a screenplay by Joe Eisinger about Count Felix Von Luckner, the German sea raider of World War I. His stay here was extended due to complications in negotiations with Columbia Pictures. Coast attorney Harold Berkowitz and local attorney Lester Gutterman are negotiating final distribution details for the producers.

Also, G-B has concluded a deal with the Selznick Releasing Organization to distribute a dozen of David O. Selznick's films in Western Europe.

•

NEW ORLEANS, Jan. 12.—Industry enthusiasm in regard to the "Movietime" 22-car train, planned by the Council of Motion Picture Organizations of Texas, is hitting a peak pace, Col. H. A. Cole, Texas Allied leader, told the Allied board of directors meeting here today.

•

CHICAGO, Jan. 12.—An appeal for review of the recent ruling on the Towne case and a stay of mandate on the latest Jackson Park ruling pending a review by the Supreme Court were filed here by attorney Thomas C. McConnell.

•

A. Montague, president of the Will Rogers Memorial Hospital, reported yesterday the receipt of a check for $27,500 representing over 400 individual donations for the "Harold Rodner Research Section" to be established at the Will Rogers Memorial Hospital at Saranac Lake, N. Y.

•

Mrs. Dorothy Seidlitz, wife of Maurice Seidlitz, Loew's Theatres district manager here, died yesterday after a long illness. In addition to her husband, Mrs. Seidlitz is survived by a son, Richard, and one sister. The funeral will take place tomorrow morning from the Riverside Chapel, Amsterdam Ave. and 76th St.

Film Men to Assist Murphy at Inaugural

Washington, Jan. 12. — George Murphy, director of entertainment for the Eisenhower-Nixon Inaugural Festival, has named a group of Washington film company representatives as a committee to assist him.

On the committee are: Orville Crouch, Loew's; George Dorsey, Warner; Robert Denton, Paramount; Tony Muto, 20th Century-Fox; J. B. Brecheen, RKO, and J. Raymond Bell, Columbia. Allan Zee of Loew's and George Crouch and Frank Lafalce of Warner, will also work on the program.

Continent Now Tops For MGM, Says Loew

HOLLYWOOD, Jan. 12.—For the first time Continental Europe has surpassed any other area abroad as a market for M-G-M films at a period when the worldwide outlook is more optimistic than in many years. This was revealed here by Arthur Loew, president of Loew's International, at a luncheon attended by studio executives and producers.

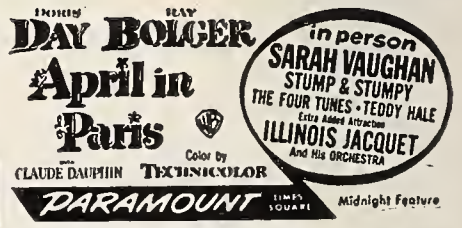
Movietone Queries N.Y.C. Negative Tax

The question of whether an American film company operating on an international scope is subject to the New York gross receipts tax was the basis of testimony solicited from 20th-Fox Movietone News here yesterday by the Bureau of Excise Taxes. The testimony was given on behalf of Movietone by William Owens, attorney, and was in connection with the city's efforts to levy a sales tax on film negatives. The firm was among the first to be assessed.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center

"MILLION DOLLAR MERMAID"
Esther WILLIAMS • Victor MATURE
Walter PIDGEON • David BRIAN
Color by TECHNICOLOR • An M-G-M Picture
Plus Spectacular STAGE PRESENTATION



MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

MOTION PICTURE DAILY

Record For 'Jazz Singer'

MIAMI, Jan. 6.—Warner Brothers' "The Jazz Singer" continues its record-breaking pace in its dual special engagement at the Beach Theatre, Miami Beach, and the Paramount, Miami, with a record gross anticipated for the first week, ending tomorrow night at both houses. This indefinite run is the first engagement of the film following its world premiere at the Fox Beverly Theatre in Beverly Hills.

and you'll find more record news in tomorrow's papers because tonight

THE JAZZ SINGER

will have the most spectacular opening in the history of the N. Y. Paramount!

from **WARNER BROS.** in color by **TECHNICOLOR**

STARRING

DANNY THOMAS · PEGGY LEE

WITH MILDRED DUNNOCK · EDUARD FRANZ
TOM TULLY · ALEX GERRY · ALLYN JOSLYN · HAROLD GORDON
MUSICAL DIRECTION BY RAY HEINDORF
PRODUCED BY LOUIS F. EDELMAN

SCREEN PLAY BY FRANK DAVIS & LEONARD STERN AND LEWIS MELTZER
BASED ON THE PLAY BY SAMSON RAPHAELSON · MUSICAL NUMBERS STAGED AND DIRECTED BY LE ROY PRINZ.
DIRECTED BY MICHAEL CURTIZ



Theatre TV

(*Continued from page* 1)

mittee and other parties today filed their proposed witness lists and summaries of the testimony which will be given at the hearing.

A. T. and T. said that its lead witness, F. A. Cowan, engineering staff manager of the long lines department, would tell the Commission that the Bell system has transmission facilities which can meet the 10 mc band width deemed necessary by the industry to give the theatre television image the same clarity as the 35 mm. image.

At the same time A. T. and T. revealed its estimated cost data for a New York to Washington theatre television transmission service operating on a 10 mc band and covering nine cities. The company pointed out that all other cost data was "in preparation" and could not be supplied now.

The A. T. and T. figures cover three theatre television networks simultaneously servicing the nine cities. As its total cost for the construction of the A. T. and T. estimated $4,400,000, and its total annual operating cost for the service the company estimated $1,050,000.

Nine Cities

The nine cities which would be serviced by the system are New York, Philadelphia, Trenton, Atlantic City, Wilmington, Baltimore, Reading, Allentown and Washington.

At the close of the first phase of the theatre television hearing last fall an industry source gave the MPAA-NETTC estimate of the cost of a similar service which would be built and operated if special frequencies are allocated by the FCC for theatre television. Although the industry figures were based on a different kind of cost breakdown, the total industry figure for the construction cost of three networks simultaneously operating between New York and Washington was $5,450,000. The industry figure for total annual operating costs of the service, based on a three-year amortization period, was $2,420,000. No amortization term was given in the A. T. and T. figure.

The industry figures covered only eight cities being serviced by the set-up. These were the same as the A. T. and T. cities with the omission of Allentown.

A. T. and T. said Cowan would testify that the Bell system will be able to integrate its theatre television transmission service with its other services in a manner which will make possible important economies in operations and engineering.

He will explain to the Commission that the Bell system can meet the technical transmission requirements "specificated by the theatre interests," including band width, definition and linearity, and that the company has planned to build up its existing inter- and intra-city transmission facilities until they are "nationwide in scope."

In addition, A. T. and T. will also tell the Commission that the spectrum location which the industry has earmarked as the most suited to theatre television transmission should not be taken away from the common carriers, to whom that portion of the spectrum is now allocated. To do so, A. T. and T. will say, would "reduce the ultimate capacity" of those widths.

There will be four A. T. and T. witnesses in addition to Cowan. They are: F. M. Ryan, radio engineer, department of operations and engineering; M. G. Wallace, commercial operating engineer; W. H. Doherty, director of research, electronics; and A. F. Jacobson, director of operations, long lines department.

The list of 29 witnesses who will testify for the industry and the subjects they'll cover was submitted to the Commission by Marcus Cohn for NETTC and by Vincent Welch and James L. Fly for MPAA.

The listing was in alphabetical order, and not in order of appearance. The Commission was also told that because of business and other commitments of some of the listed persons occasional substitution might be necessary, and also that additional witnesses might be added later.

Here is the MPAA-NETTC witness list, along with the subjects to be covered by each:

Roger Albright, MPAA educational director, who will outline the industry's activities in the educational field and the potentials of theatre television in education; Harold Azine, former theatre television expert for the Federal Civil Defense Administration, who will describe the agency's three intra-city experiments with closed circuit theatre TV for civil defense training; Metropolitan Opera managing director Rudolph Bing, who'll describe the theatre telecast of "Carmen" and discuss the inadequacy of the video signal on the leased wires; Harry Brandt, Independent Theatre Owners president, who will argue that theatre television will permit the small independent exhibitor to compete with first run theatres;

Also, Gibert and Sullivan impresario S. M. Chartok, who'll claim that theatre TV can be used to stimulate interest in Gilbert and Sullivan and similar works; Robert W. Coyne, special counsel of the Council of Motion Picture Organizations, who'll discuss COMPO's interest in theatre TV; theatre architect John Eberson, who'll treat theatre TV as a logical development in the evolution of the theatre; NETTC chairman Si Fabian, who'll discuss the quality of the image needed to make theatre TV compare with 35 mm. films; Benjamin Fine, education editor of the New York *Times*, who'll discuss how education can utilize theatre TV; Emanuel Frisch, head of the Metropolitan Motion Picture Theatre Association, discussing public service aspects of the new medium;

Also, Richard Hodgson, director of television development for Paramount Pictures, and Andrew Inglis, MPAA technical consultant, outlining technical phases of theatre TV; Lester B. Isaac, Loew's director of projection, analyzing theatre screen sizes; Griffith Johnson, MPAA's economics director, who'll cover financial and economic aspects of the motion picture industry; MPAA president Eric A. Johnston, who'll show the industry's interest in theatre TV and what is possible in informational and entertainment programming for large audiences; Raymond Klune, executive producer of 20th Century-Fox, who'll cover the facilities available in Hollywood for production and distribution;

Also, Abe Lastfogel, of the William Morris Agency, on the artistic need for theatre television; Arthur L. Mayer, former executive vice-president of COMPO, on the motion picture industry's past civic and humanitarian services to government and to the public; Tom Meany, sports editor of *Collier's,* who'll argue that theatre TV will make available sports events not otherwise available; stage producer Gilbert Miller, who'll claim that theatre TV can revive the legitimate theatre; census bureau director Roy Peel, who will outline theatre TV's potentialities for staff training and for executive appearances; Terry Ramsaye, editor emeritus of the *Motion Picture Herald,* who'll trace the historical and sociological development of the industry and argue that no other form of art is so attuned to the needs of its patrons;

Also, either Allied president Wilbur Snaper or former president Trueman Rembusch, on the advantages theatre TV affords the small town exhibitor; a representative of the American Medical Association, discussing the Association's plans for using theatre TV for training and post-graduate work; MPAA general counsel Sidney Schreiber, tracing the history and composition of MPAA; 20th-Fox president Spyros Skouras, who'll cover the history of a typical producing-distributing company and its interest in and plans for theatre television; Mitchell Wolfson, former president of Theatre Owners of America, who'll argue that theatre TV is not a competitor of home TV but rather is designed to do things home TV cannot do; and Manfred Toeppen, MPAA-NETTC expert.

Review

"Taxi"

(*20th Century-Fox*)

THE word "sleeper" is a greatly over-worked term in this business, but it can be applied safely to "Taxi," if the word means a good picture produced on a moderate budget and without headline names. From the standpoint of names, co-star Dan Dailey and director Gregory Ratoff are, perhaps, the only ones that the public will recognize from the billing, but the fans will find new star material in Constance Smith, who has had some supporting roles in American pictures subsequent to her appearance in a number of British productions.

"Taxi" is unusual in that it was shot almost entirely on the streets of New York City and Brooklyn. Interiors are held to a minimum. New Yorkers and those who have visited the city should get a "kick" from the familiar scenes, while those who have never been to New York are given a sightseeing tour. The picture runs the gamut from hilarious comedy to deep, emotional drama, with all ingredients expertly blended. It's a picture that is pretty sure to please the most critical.

The story spans a single day in the life of a taxi driver-owner, Dailey, who, incidentally, proves himself to be a top performer as a dramatic actor as well as a good comedian. Desperately in need of enough money to make a payment on his cab, Dailey is out to raise the cash by taking his passengers on roundabout routes to their destinations. One of his fares is Miss Smith, just arrived from Ireland, who is seeking her husband, an American writer, whom she hasn't seen for a year. Not knowing that the colleen has only $5, Dailey takes her from Brooklyn to New York by way of New Jersey. Although disgusted with his misfortune in having a fare who cannot pay her way, Dailey stands by her in her quest for her no-good husband, whom she does not meet, and, of course, it all leads to a romance between the taxi driver and the Irish girl. A fine supporting cast helps to make the picture an exciting experience. Outstanding is Blanche Yurka, as Dailey's mother.

Produced by Samuel C. Engel, the screenplay is by D. M. Marshman, Jr., and Daniel Fuchs, from a story by Hans Jacoby and Fred Brady. Others in the cast are Neva Patterson, Kyle MacDonnell, Walter Woolf King, Anthony Ross and Mark Roberts.

Running time, 77 minutes. General audience classification. For February release.

AL STEEN

Walsh to Confer on Overseas Filming

Hollywood, Jan. 12.—IATSE president Richard Walsh will state Hollywood Labor's stand against overseas production, save when demonstrably necessary, in a meeting with the major companies' labor committee this week, probably Thursday.



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Disney Profit

(*Continued from page* 1)

stock was redeemed on Jan. 1, 1951.

Gross income for the year amounted to $7,722,819, compared with $6,287,539 the year before. Disney stated that the 1952 gross only slightly reflects returns from "Robin Hood" which was released in June, since returns were initially received in the last month of the fiscal year. Principal sources of feature picture income were "Alice in Wonderland" and the reissue of "Snow White and the Seven Dwarfs."

45% in Foreign Income

Approximately 45 per cent of the company's motion picture revenue, it was stated, is earned abroad and much of the character merchandising is also from foreign sources. Currency restrictions were cited in the report, which noted that at the end of the fiscal year, there was approximately $1,100,000 of the company's revenue blocked in 18 foreign countries, compared with $825,000 a year ago.

As to home television, the report stated that "there has been no change in the company's position. We have no commitments but we are continuing to watch and study closely developments in the field."

In a tabulation comparing the financial operations of the company from 1948 to 1952, gross income soared from $4,939,744 in 1948 to $7,722,819 in 1952, reflected in the profit of $451,809 for 1952, compared to the loss of $39,038 in 1948.

20th Slates

(*Continued from page* 1)

explained, is the attachment of a special lens to the regular projector. In addition, the process, which is said to give the illusion of a three-dimensional effect, features stereophonic sound.

Tests Encouraging

The company spokesman said the initial tests are encouraging. He declined to detail the financial arrangement which the company has made with the inventors, but stated that 20th-Fox has contracted for the rights to develop the process.

The title of 20th-Fox's third-dimensional film is yet to be selected, a spokesman stated, but the company definitely expects to release the film this year. The 20th-Fox third-dimensional process, it was explained, requires the use of special glasses.

'Bwana' to UA

(*Continued from page* 1)

understood that an announcement will be made before the end of the week.

Arch Oboler, producer of "Bwana Devil," is in New York for conferences on the transaction in which Chemical Bank and Trust Co. is interested from a financing angle. Independent producer Edward L. Alperson also is a participant in the deal.

Overlapping of Taxes

(*Continued from page* 1)

ever has been willing to relinquish it.

Meanwhile in Washington, two more Congressmen introduced admission tax relief bills. Rep. Marchrowicz (D., Mich.) sponsored one to cut the tax from 20 per cent to 10 per cent, while Rep. Patten (D., Ariz.) proposed elimination of the entire tax.

UPT-ABC Merger

(*Continued from page* 1)

P. McGranery has sent the FCC a letter which, while claiming to avoid any actual stand on the merger, actually amounts to a statement in opposition.

The Tobey announcement of Senate Committee hearings represents the latest move by the New Hampshire lawmaker to block FCC approval of the merger. He had previously written the Commission criticizing hearing examiner Leo Resnick's recommendation that the merger be okayed. Tobey merely told FCC chairman Paul A. Walker in his latest, curt wire that the Committee would hold hearings in the next two weeks to determine whether the merger is legal, whether it is in the public interest and whether "it would be helpful to prepare and pass legislation to prevent mergers of this kind in the future."

Tobey said he especially wanted Walker to attend the hearing. Walker's reply to Tobey is expected to be more courteous than was his reply to McGranery. In effect, the FCC chairman told the Attorney General that his views were very interesting but that they were filed just a little too late in the proceedings to be considered fully by the Commission.

McGranery's letter, dated Jan. 7, declared the Justice Department was not expressing any opinion on the merger, but did desire to direct the FCC's attention to "certain factors" of anti-trust significance.

For one thing, McGranery said, the merger might encourage a "general integration" of motion picture exhibition with radio and telecasting. "If the merger is consummated," he declared, "other companies in these industries may well determine to secure for themselves, by merger, the competitive advantages that would accrue to United Paramount and American Broadcasting." If this happens, he added, the visual entertainment field would be controlled by "a few dominant companies," and this would present serious competitive problems.

McGranery also claimed that such integration would "impede the entry of new business enterprises" into either field. He also asserted that such integrated companies would have bidding and buying advantages over non-integrated firms.

Finally, the Attorney General said, as a result of this merger and those that might follow, "the development of the television industry might be subordinated to the interests of the motion picture exhibition industry. Motion picture exhibition interests placed in a position to do so might well resort to various trade-restraining devices to insulate their interest against the adverse effects of competition from television. In any event, the incentive to improvement that comes from active competition will inevitably be lost under common control."

McGranery stated he realized the Commission would have to consider a number of factors, but that he was confident it would give "appropriate consideration" to those he mentioned.

In reply, Walker said the Department of Justice had been kept informed from the start of the merger proceedings, but on Dec. 29, 1951, had notified the Commission that the Department was not in a position to participate formally. No request has been made since then asking permission to intervene or participate, Walker added.

RKO Sales Meet

(*Continued from page* 1)

held in mid-February. Cash prizes will be awarded to members of winning branches.

Among the top product to be included in the drive period are: "Montana Belle;" "Face to Face;" "Captive Women;" "The Bachelor and the Bobby Soxer" and "Bachelor Mother," both re-releases; "Blackbeard the Pirate," "Hans Christian Andersen," "Androcles and the Lion," "Never Wave at A Wac;" "No Time For Flowers," "Peter Pan," "Angel Face," "Sword of Venus," "The Hitch-Hiker," "Night Without Stars," "Fort Apache" and "Blood on the Moon," both re-releases; "Beautiful but Dangerous," "The Sea Around Us," "Port Sinister," "Sea Devils," "Mickey Mouse Birthday Party," "Below the Sahara," "Break-Up" and "Split Second."

Williams Here for 'Pan'

Roy Williams, veteran Walt Disney studio animator, has arrived in New York to participate in a series of radio, television, newspaper and magazine interviews as part of RKO Radio's promotion campaign for the Roxy premiere of "Peter Pan."

O'Hara Rites

(*Continued from page* 1)

which will be followed by interment in Arlington National Cemetery. Among the executives will be Nicholas M. Schenck, M-G-M; Spyros Skouras, 20th Century-Fox; John J. O'Connor, Universal-International; Theodore Black, Republic; J. W. Piper, Paramount, Ned Depinet, and others. From the New York MPAA headquarters will be Fred Duvall, Ralph Hetzel, Jr., Sidney Schreiber, Irving Maas, Manning (Tim) Clagett, Dorothea Lutjens and Harold Burt.

A committee representing the National Press Club Post of the American Legion, of which O'Hara was former commander, has been appointed to attend the services. The group consists of Joseph Davidson, Richard S. Jones, Earl Godwin and H. R. Baukhage.

Father Max Jordan of the St. Thomas Moore Church, New York, a life-long friend of O'Hara, will celebrate the mass.

Goldman Wins

(*Continued from page* 1)

was based on Goldman's contention that the Clayton Act held that punitive damages or fines are not to be regarded as taxable income by the receiver, but must be charged to the defendant in the case. Since the film companies and Warner are now obligated for the $250,000 difference in the award, they are liable for the tax and not Goldman, according to the court's finding.

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VOL. 73. NO. 9 NEW YORK, U. S. A., WEDNESDAY, JANUARY 14, 1953 TEN CENTS

Name Grainger President of RKO Pictures

Republic 'V-P' to Take Over in About 4 Weeks

By WILLIAM R. WEAVER

HOLLYWOOD, Jan. 13.—James R. Grainger will take over the presidency of RKO Pictures in about four weeks, MOTION PICTURE DAILY learned today from an unofficial but incontrovertible authority. Grainger, executive vice-president in charge of sales and distribution for Republic Pictures for the past 15 years, will spend the next three or four weeks arranging his affairs with that company, to which he was under contract for three more



James Grainger

(*Continued on page 6*)

UA Will Make 6 Films in Mexico

MEXICO CITY, Jan. 13.—United Artists has arranged with Mexican producers to make a minimum of six pictures in Mexico this year. The pictures will have English as well as Spanish versions. The agreement was made by Edward Nassour, with Pablo Bush and Eddy Fernandez acting for the Mexicans. Under the pact, United Artists will supply financing, world

(*Continued on page 4*)

Record $50,000 from Para. 'Jazz' Benefit

With tickets scaled up to a $100 "Golden Circle" section, a record New York Paramount Theatre "take" and crowd marked the premiere of Warner Brothers' "The Jazz Singer" last night, company officials reported, with all proceeds going to the National Foundation for Infantile Paraly-

(*Continued on page 5*)

Allied Board Reaffirms Rejection of Arbitration

Holds Pre-Release Engagements Violate Court Orders; Hits Advanced Admission Policies; Approves Recourse to U. S. Bodies

NEW ORLEANS, Jan. 13.—Allied States' board of directors at its closing session here today reaffirmed the action of its Chicago convention last November, rejecting the distributors' draft of a proposed industry arbitration plan and withdrawing Allied officers from further negotiations. The action was taken after a report to the board by Wilbur Snaper, president, on recent conversations with distributor representatives in New York on the proposed arbitration plan, and after consideration of a letter on the subject from Eric Johnston, president of the Motion Picture Association of America.

The Allied board also adopted the Vlachos resolution which was approved at the Chicago convention, calling upon Allied to make an intensive survey to gather evidence of law violation in connection with film pricing policies and practices for presentation to appropriate government agencies and the courts "to the end

(*Continued on page 6*)

Lesser Firm To Produce '3-D' Pictures

HOLLYWOOD, Jan. 13. — In a three-pronged advance into the three-dimension field, Sol Lesser today announced the formation of Stereocinema Corp., to produce and distribute three-dimension pictures and also to lease equipment to other producing companies.

Lesser, already in the three-dimension field as the owner of the American rights to the British-made three-dimension shorts known here as Tri-Opticon, said his organization will furnish 12 three-dimension programs per year (each consisting of a feature and shorts) to approximately 600 theatres throughout the world, under a franchise arrangement. He said about 400 of these will be in the United States, chosen on the basis of their ability to run each program four weeks or longer. The first such pro-

(*Continued on page 5*)

TNT Seeking to Theatre Televise 'Oscar' Ceremonies

A proposal that the March 19 Academy Award ceremonies in Hollywood be theatre televised nationally has been submitted to major film companies by Theatre Network Television, it was disclosed here yesterday.

The TNT request, submitted through Eric Johnston, president of the Motion Picture Association of America, is for general approval of the project by the film studios insofar as their contract performers are involved. If the MPAA and member companies should approve, the pro-

(*Continued on page 4*)

"Peter Pan"

[*Walt Disney-RKO Pictures*]

SHEER DELIGHT are the most descriptive words for Walt Disney's new feature length animated picture, "Peter Pan." Everyone who has had a day dream, every man, woman and child with a spirit of adventure and a delight in fantasy should find this film thoroughly enjoyable. The appeal, being that broad, spells smash box-office business.

All the cherished fantasies of a child's world, pirates, Indians, mermaids and a flying pixie are encompassed in this film, which rolls on its merry way for 76½ minutes. The talented voices, the clever animations, the incisive characterizations and the color by Technicolor, all combine to make this one of Disney's best full-length films. It will be talked about for some time.

Added to the skillful adaptation of J. M. Barrie's venerable classic about a boy who just wouldn't grow up are a number of catchy songs, including "The Elegant Captain Hook," "What Makes the Red Men Red," "Your Mother and Mine," and "Follow the Leader."

The story, which is loved by millions of people throughout the world,

(*Continued on page 5*)

Allied Reelects All Officers at N.O. Meet

New Orleans, Jan. 13.—The Allied board at its closing session here today reelected all officers for another year.



Wilbur Snaper

The incumbents reelected are: Wilbur Snaper, president; Abram F. Myers, chairman of the board and general counsel; Ben Marcus, treasurer; John M. Wolfberg, secretary, and Stanley D. Kane, recording secretary.

UA DOES IT AGAIN!

MOULIN ROUGE

BEAT "AFRICAN QUEEN" BY LARGE MARGIN! — Fox Wilshire, L. A.



Starring JOSÉ FERRER
Directed by JOHN HUSTON
A ROMULUS Production
Color by TECHNICOLOR

Personal Mention

CHARLES M. REAGAN, M-G-M general sales manager, is on the Coast from New York.

•

LEONARD L. ROSENTHAL, counsel and adviser on film buying for Upstate Theatres, Inc., announces the birth of a daughter to MRS. ROSENTHAL at Memorial Hospital in Albany on Sunday.

•

JOHN SCULLY, Universal district manager in Boston; LEO GREENFIELD, Albany branch manager, and DAVE MILLER, Buffalo manager, were at Schine Circuit offices in Gloversville, N. Y., yesterday and Monday.

•

MARTIN DAVIS, assistant to DAVID GOLDING, Samuel Goldwyn Productions advertising-publicity head, has left here for Pittsburgh, accompanied by RKO Radio field man PAUL DANIELS.

•

SAMUEL GOLDWYN was the subject of an article by JOHN DOS PASSOS in last Sunday's *This Week* magazine. DANNY KAYE will be featured in a colorphoto feature in *Collier's* for January 24.

•

EDWARD M. SAUNDERS, M-G-M assistant general sales manager, and JOHN P. BYRNE, Eastern sales manager, have returned here from the Chicago sales meeting.

•

JOHN HOUSEMAN, M-G-M producer, will arrive here today from the Coast to be guest speaker at the Museum of Modern Art's Robert J. Flaherty Memorial Program.

•

BETTE DAVIS received an award from the women's division of the Federation of Jewish Philanthropies here for giving the outstanding stage performance of 1952 in "Two's Company."

•

HERMAN KING, of King Brothers Productions, and his mother, MRS. SARAH KING, has left here for London where he will handle the opening of "The Ring" on Feb. 20.

•

WILLIAM SNYDER, president of Rembrandt Films, and MRS. SNYDER, are the parents of a boy, ADAM, born Saturday at Park West Hospital here.

•

SAM ZIMBALIST, M-G-M producer, will arrive here from the Coast on Monday and two days later will sail for London on the *S.S. Ile de France*.

•

ARTHUR MORSE has been named manager of the Uptown Theatre, Lynn, Mass., succeeding JOHN DEMPSEY.

•

NORMAN MORAY, Warner Brothers short subjects sales head, has arrived on the Coast from New York.

•

JOSEPH R. VOGEL, Loew's vice-president, has returned to New York from a brief stay on the Coast.

•

THOMAS WALKER, special motion picture representative of the Bank of America, is here from the Coast.

Extensive Census Check On Film Business by U.S.

WASHINGTON, Jan. 13.—The U. S. Census Bureau is well along on a new census of the motion picture industry, one which it hopes will get far more comprehensive information than ever before obtained.

The census, part of a general census of manufacturing and business, will cover all branches of the industry. Forms will go out late this year or early next year, with the information sought based on 1953 business.

The Bureau has already completed tentative forms and has submitted them for comment to the Motion Picture Association of America, the Theatre Owners of America, Allied States Association and other leading industry groups.

There will be two different questionnaires. One will cover production, distribution and service companies. For the first time, the companies will be asked for information on production for television, production abroad and other items. The other questionnaire will be for theatre owners, and it will try to develop for the first time data on the number of showings during the year, the number of double features, the age of theatres, receipts and costs of theatre TV programs.

Some basic information from the returns may be made public by late 1954, but most will not be published until well into 1955. The last census of production was taken in 1948, based on 1947 business. The last census of distribution and exhibition was taken in 1949, based on 1948 business. From now on the two censuses will be taken jointly every five years.

'U' Gives Lipton A New 3-Year Contract

A new three-year employment contract for David Lipton, national director of advertising and publicity of Universal-International, was disclosed by the company yesterday. The pact runs from Jan. 1, 1953 to Dec. 31, 1955.

Lipton's new contract calls for a salary of $1,000 a week for one year and $1,100 a week for the balance of the agreement. His previous salary was $900 a week. A clause in the contract requires Universal to continue Lipton's salary for six months in the event he should be unable to work because of illness or otherwise incapacitated. In such a case the company may cancel the contract after six months.

Hold Capitol Bow Of 'Lion' Tonight

The New York premiere of Gabriel Pascal's RKO Radio production of George Bernard Shaw's "Androcles and the Lion" will be held tonight at the Capitol Theatre before a celebrity-packed audience.

Among those invited are: William Randolph Hearst, Jr., Claire Booth Luce, Ludwig Bemelmans, Montgomery Clift, Howard Dietz, Miss Sharman Douglas, Mr. and Mrs. John Steinbeck, Morris Ernst, Geraldine Fitzgerald, Si Fabian, Matthew Fox, Leland Hayward, Mr. and Mrs. Huntington Hartford, Mr. and Mrs. Rex Harrison, Joseph Kennedy, Mr. and Mrs. Leonard Lyons, Irving Lesser, Ilona Massey, and others.

To Meet Tomorrow On 'Brotherhood'

Plans for the industry's participation in the celebration of the 25th anniversary of the National Conference of Christians and Jews will be discussed at a luncheon-meeting tomorrow at the Hotel Warwick. Attending will be Sol A. Schwartz, national chairman for the amusement industry's participation in "Brotherhood Week," Feb. 15-22, and general committeemen and honorary vice-chairmen.

Among those slated to attend are: Brooks Atkinson, Chester Bahn, Barney Balaban, Harry Brandt, Everett Clinchy, Ned E. Depinet, Russell Downing, Si Fabian, William J. German, Leonard N. Goldenson, Sol Goldsmith, Bernard Goodman, Abel Green, Jack Harrison, William W. Howard, James Jerauld, Ben Kalmenson, Dumont Kensey, Mel Konecoff, John Le Vien, Chick Lewis, Harry Mandel, Ira Moralis, Al Picoult, Martin Quigley, Walter Reade, Jr., Charles Reagan, Sam Rinzler, Burton Robbins, Herman Robbins, Sam Rosen, J. Robert Rubin, Si Scadler, George Skouras, Spyros P. Skouras, Spyros Skouras, Jr., Mort Sunshine, Joseph Vogel, Richard Walsh, Mo Wax and Max E. Youngstein.

Bogeaus Production Acquired by RKO

RKO Radio has acquired the distribution rights to "Dark of Night," produced by Benedict Bogeaus.

Bogeaus, former owner of General Service Studios in Hollywood, previously released his product through United Artists, having made 12 pictures for that company.

"Moulin" Capitol Premiere To Aid Cancer Fund

"Moulin Rouge," the John Huston production released through United Artists, will have its New York premiere at the Capitol Theatre on the evening of Feb. 10, under the sponsorship of the Damon Runyan Memorial for Cancer Research, it was disclosed here yesterday by Dan Parker, president of the fund, and Max E. Youngstein, UA vice-president.

Frank Wyckoff, Buffalo

BUFFALO, Jan. 13.—Frank W. Wyckoff, 55, film exchange operator and founder of Economy Poster Service, died here following a heart attack. Besides his widow he is survived by two daughters, a sister and two brothers.

Bolstad Says FP-C Is Doing Nicely

Toronto, Jan. 13.—In an interim review of the past year on the financial position of Famous Players - Canadian Corp., R. W. Bolstad, vice-president and treasurer, noted the firm business trend which was experienced at the close of 1952. Bolstad pointed out that Famous Players had enjoyed record revenues for the whole year and box-office returns continued at a high level at the year-end. Business last month was much better than the total registered in December of 1951, he revealed.

Pre-hearing Confab On TV Set by FCC

WASHINGTON, Jan. 13.—The Federal Communications Commission has called lawyers involved in the theatre television proceedings to a pre-hearing conference Thursday to discuss "procedures and orders of testimony" to be used in the hearings.

The Commission also announced that the hearings, which will resume on Jan. 26, would be held in the auditorium of the Commerce Department Building. The auditorium has a much larger capacity than any FCC hearing room, and the announcement therefore indicates the Commission expects a large turnout for the hearings.

Hundreds at O'Hara Services in Capital

WASHINGTON, Jan. 13.—About 350 industry leaders, Washington newspapermen and other friends and acquaintances turned out today at funeral services for Joyce O'Hara, Motion Picture Association of America executive vice-president who died in New York on Friday. The services were held in St. Ann's Church. Burial followed at Arlington National Cemetery.

Among those on hand was MPAA president Eric A. Johnston, who flew in from Honolulu.

Shea, IA Executive, Dies at Saranac Lake

Thomas J. Shea, 53, assistant president of the International Alliance of Theatrical Stage Employes, died yesterday at the Will Rogers Memorial Hospital, Saranac Lake, N. Y. He had been ill for several months.

Prior to his appointment as assistant president in 1943, Shea had been a member of the Connecticut legislature and an appeals commissioner in the Connecticut Department of Labor. Joining the IATSE in Middletown, Conn., in 1918, Shea became business agent of the local in 1926. He was vice-president of the Connecticut State Federation of Labor from 1933 to 1935 and president from 1935 to 1938.

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SEEING IS BELIEVING!

YOU MUST SEE THESE 2 M-G-M TRADE SHOWS!



Humphrey Bogart and June Allyson win new fame in screen history!

JAN. 23rd

"BATTLE CIRCUS"

It's in the cards! Yes, the audience-response cards from advance Previews are sensational. It is not too soon to predict a sock entertainment with "Battleground" thrills and with even *more* humor and romance than that famed production. Humphrey Bogart and June Allyson are simply terrific. The producer who gave his showmanship talents to the Bigness of "Ivanhoe" has come through with another winner in "BATTLE CIRCUS."

★

M-G-M presents Humphrey Bogart • June Allyson in "BATTLE CIRCUS" • with Keenan Wynn • Robert Keith • Screen Play by Richard Brooks • Based on a Story by Allen Rivkin and Laura Kerr • Directed by Richard Brooks Produced by Pandro S. Berman



Donald O'Connor, Debbie Reynolds, those "Singin' in the Rain" Kids are great!

FEB. 2nd

"I LOVE MELVIN"

(Technicolor)

Everybody loves those big M-G-M Technicolor musicals and it's great news for box-offices that the gayest tune-film of them all comes to greet America at Springtime. Donald O'Connor and Debbie Reynolds fulfill the rich promise of their "Singin' in the Rain" popularity in a wonderful story of how an amateur photographer gets his girl's picture on the cover of Look Magazine. *(We've made a big publicity tie-up for you, too.)* You'll love "I LOVE MELVIN."

★

M-G-M presents "I LOVE MELVIN" starring Donald O'Connor • Debbie Reynolds • with Una Merkel • Richard Anderson • Allyn Joslyn Color by Technicolor • Screen Play by George Wells • Additional Dialogue by Ruth Brooks Flippen • Story by Laslo Vadnay • Directed by Don Weis • Produced by George Wells

(A date to remember, Brotherhood Week's Silver Anniversary Feb. 15-22

Equipment *In the THEATRE* World . . . *. . with RAY GALLO*

INSTEAD of special motors, theatres showing third dimension pictures can lock the two projectors together with a simpler device recently developed by David Corbett and Walter Wall of Projection Products, 640 Cauldwell Avenue, New York. It is called the "Dacor Synchronizer," after Corbett. The device consists of a flexible cable revolving in a housing containing a permanent oil bath, and a set of two small gears at each end, which are attached to the shaft of a projector motor.

•

A sales office has been opened at 30 Church Street, New York City, by the Kollmorgen Optical Corp. of Northampton, Mass., manufacturers of projection lenses. At the same time the company announced the closing of its Brooklyn plant. J. A. Fetherston, sales manager, is in charge of the new office.

•

Prefabricated refreshment stands, which can be installed in theatres overnight, are available from the Master-Kraft Fixture Co. of Baltimore. Although designed to be placed against the standee rail or set into it, they can be adapted to other locations. A typical stand consists of a decorative background, a canopy, side wings, a candy case, a popcorn machine counter, and space for an ice cream cabinet. The back section includes two "third-dimensional" illuminated display signs and a panel display in the center. All equipment comes completely wired, requiring only connection to the house current.

•

A new sanitary garbage disposal and dishwashing unit, especially designed for use at drive-in fountain-luncheonettes with a seating capacity of 20 or less has been developed by the Bastian-Blessing Co. of Chicago. The unit, known as Model No. 1566, is six feet long and is constructed of stainless steel. It comes complete with an electric automatic dishwasher, tray shelves, a divided corrugated drainboard and clean-up section. The garbage disposal includes a sink with Moen faucet, below in which a garbage pulverator is installed with a water supply that turns on automatically and washes pulverated food into the sewer.

•

The appointment of R. H. Crowe of the Transco Co. of Houston, as a new refrigeration products sales representative in the Texas territory, has been announced by H. Blake Thomas, vice-president in charge of sales for McQuay, Inc., Minneapolis, manufacturers of heating, air conditioning and commercial refrigeration equipment.

'Bwana' Columbus Date

COLUMBUS, O., Jan. 13.—"Bwana Devil," three-dimensional feature, will be shown at the RKO Palace here starting Feb. 20.

1st Industry Health, Welfare Payment

Hollywood, Jan. 13.—The first payment under the industry's health-welfare system established last November was made here when a check for $2,000 was presented to Mrs. Robert H. Norris, widow, whose husband, a member of the IATSE Laboratory Workers Local No. 683, drowned.

The system, embracing members of 26 unions in the motion picture, television and allied industries, is financed totally by management.

Col. Registers Stock Dividend, Options

WASHINGTON, Jan. 13.—Columbia Pictures has registered an additional 23,143 shares of common stock on the New York Stock Exchange, the Securities and Exchange Commission was informed here.

Columbia reported that 16,805 shares were being registered in payment of a 2½ per cent stock dividend on the common stock, payable on Monday to stockholders of record on Dec. 5, 1952. The remaining 6,338 shares, it was explained, will be issued upon the exercise of outstanding warrants and options.

Name Del Amo Head Of UA Cuban Branch

Jose Del Amo has been named manager of the United Artists branch in Cuba by Arnold M. Picker, foreign distribution vice-president. Del Amo, who joined UA in 1928, has been serving as acting manager since last May, following the retirement of Henry Weiner.

Picker also announced the appointment of Ernesto Santana, formerly branch manager in Cali, Colombia, as assistant manager in the territory, with headquarters in Bogota. Armando Bernal is manager.

Rhoden Gets 8,000 Nat'l Theatres Shares

WASHINGTON, Jan. 13.—Elmer C. Rhoden, vice-president of National Theatres and head of Fox Midwest Theatres, increased his direct holdings in NT to 16,900 shares in December when he purchased 8,000 shares of common stock. Rhoden also has indirect holdings in 2,025 shares, according to a report filed with the Securities and Exchange Commission.

Emery Austin Heads MGM Exploitation

Emery Austin, who has been with M-G-M since 1941, for the past 10 years in Atlanta, has been appointed assistant to Dan S. Terrell, publicity manager, by Howard Dietz, vice-president and director of advertising-publicity. He will be in charge of exploitation. Terrell formerly headed exploitation.

Austin started as an exploiteer for the company in New Orleans and was later transferred to Atlanta in a similar capacity. A year ago he was named divisional press representative for the South.

TNT Seeks

(*Continued from page* 1)

posal would then be considered by the board of governors of the Academy of Motion Picture Arts and Sciences.

TNT disclosed that Nathan L. Halpern, the theatre TV agency's president, and Charles R. Brackett, Academy president, have already met on the Coast on the project. TNT said it was informed that the Academy could not act on the proposal until and unless the film companies clear in advance the nominees and personalities on the Awards program, as the film companies have done for many years in connection with radio broadcasts of the Awards ceremonies.

Halpern, pointing to the public interest in the annual event, stated that the proposal had been submitted last year and renewed this year, after consultation with and the pledged support of film exhibitors, including leaders of the Theatre Owners of America and Allied States Association.

The TNT proposal would provide that the Academy participate in the revenues resulting from theatre televising of the attraction, which would be featured with the regular film fare of participating theatres on that night. The Awards, it was pointed out, have never been televised, although they have been on radio for many years.

The TNT bid to the MPAA states that all-industry cooperation in theatre televising the event would constitute further evidence of industry intent to develop theatre TV as an additional source of entertainment and information for the public, at a time when the MPAA and its member companies, and the National Exhibitors Theatre Television Committee, are seeking from the government an allocation of channels for theatre TV.

6 Mexican Films

(*Continued from page* 1)

distribution, equipment, scripts and directors and the Mexicans will provide players, technicians and scenery.

The English title of the first picture is "Ring Around Saturn." It will have color by Technicolor. Nassour will be co-producer and director. The exteriors are to be filmed in and about Tepoztlan, an old town in Morelos State near here. Shooting is scheduled to begin in February. Interiors will be done at the local Churubusco studios. Miroslave Stern and Tony Carbajal have been signed as the stars and Julio Villarreal and Carlos Ramirez as featured players.

No Progress in First Exchange Pact Talks

Discussions by the distributors' exchange operations committee with representatives of the Philadelphia locals representing the exchanges' front and back office employes resulted in no definite progress in preliminary sessions. The committee went to Philadelphia last Thursday.

Another meeting with the union representatives by the committee will be held later this month.

Asch Joins Van Praag

Marc S. Asch has been named a vice-president and producer of Van Praag Productions, according to president William Van Praag. Asch's last post was an associate producer and chief film editor of United World Films, Universal subsidiary.

National Pre-Selling

ELLIOT ELISOFON, *Life's* photographer, traveled to Europe to make full-color pictures of John Huston's "Moulin Rouge" while it was in production. Five pages of these photographs appear in the Jan. 19 issue of *Life*.

•

Tie-in ads placed by Revere Camera Co., publicizing 20th Century-Fox's "Taxi," will appear in March issues of *Life*, *Redbook* and the *Saturday Evening Post*. Dan Dailey, star of "Taxi," is the central figure in the art layout, and a prominent position has been given to this 20th-Fox picture and its stars.

•

Seven brilliantly-colored pictures of Rita Hayworth doing the dance of "the seven veils," photographed on the set of Columbia's "Salome," appear in the current issue of Look. *Also in the issue are a four-color ad for Paramount's "Road to Bali," starring Bing Crosby, Bob Hope and Dorothy Lamour, and a full-color page ad on Universal-International's "Mississippi Gambler."*

•

The results of the 1952 popularity poll taken by *Modern Screen* among its readers are announced in the February issue. George T. Delacorte, publisher of *Modern Screen*, presented awards to the winners at the publication's "Party-of-the-Year" in Hollywood. Jane Powell was voted the "Most Popular Female Star" and John Wayne the "Most Popular Male Star." Nine other awards were made for runners-up in both classifications. Anne Francis and Bob Wagner were elected the "most promising stars" of 1952. Lana Turner, Dean Martin, Jerry Lewis, Alan Ladd and Marge and Gower Champion were given special awards.

•

Louella Parsons interviewed Debbie Reynolds for the Jan. 11 issue of *Pictorial Review*. Debbie said, "I like to laugh; I love comedy, it's my life. My family told me when I first opened my eyes I did my best to imitate Bea Lillie's facial contortions." Debbie Reynolds' latest film is M-G-M's "Singing in the Rain."

•

The Walt Disney organization has effected a tie-up with the Colgate to manufacture and merchandise a chlorophyll soap called "Peter Pan." Display material kits featuring "Peter Pan" soap will be sent to more than 50,000 *drug and cosmetic stores, so that campaigns will be launched coincident with local playdates of the film. The world premiere of the Disney picture will take place at the Roxy Theatre in New York on Feb.* 4.

•

The managing editors and women's editors of Associated Press member and subscriber newspapers have named Rosemary Clooney "Woman of the Year in Music." The A.P. citation says: "In music Rosemary Clooney, whose wildfire success as a disc singer of popular songs has made her the teen-agers' ideal." Rosemary is currently before Paramount's cameras in "Here Come the Girls."

WALTER HAAS

'Jazz' Benefit

(*Continued from page* 1)

sis. Robert Weitman, vice-president of United Paramount Theatres, handed over a check in excess of $50,000 to Earl Wilson, chairman of the entertainment committee for the affair, on the stage of the Paramount.

Klieg lights lit up the entire Times Square area as screen stars, show business personalities, civic dignitaries, socialites and business notables turned out for the formal event. Fully two hours before the 8:30 P.M. opening time, crowds gathered seeking vantage points from which to glimpse the arriving celebrities. Among the notables invited were Mrs. Eleanor Roosevelt, the Duke and Duchess of Windsor, Mrs. Albert D. Lasker, Robert Taylor, Marlene Dietrich, Harry Hershfield, Milton Berle, Robert Q. Lewis, Salvador Dali, Lili Pons, Johnnie Ray, Jackie Gleason, Joey Adams, Andre Kostelanetz, Basil O'Connor, Jane Pickens, Dagmar, Ted Lewis, Gypsy Rose Lee, Candy Jones, the Gilbert Millers, Mrs. Walter Chrysler, Zsa Zsa Gabor, Dorothy Schiff, the Meyer Davises, Ted Mack, Sid Caesar, Henry Rosenfeld, Mickey Alpert, Faye Emerson, Skitch Henderson, Jan Peerce, Joe E. Brown and Rosalind Russell.

Dennis James and Maggi McNellis interview guests in the Paramount lobby for WJX-TV. Five violinists in the lobby greeted the guests. As they entered the auditorium, a huge curtain displayed a replica of the polio poster carrying a "thank you" message. Organ music preceded the stage presentation which opened with Jane Pickens singing the National Anthem.

Following the playing of special music arrangements, Carmen Cavallaro introduced Danny Thomas and Peggy Lee, co-stars of the film.

An auction was held at Leon and Eddie's restaurant on Sunday of merchandise donated by New York business men valued at $25,000, with the medium of exchange being tickets to the premiere.

A group of newspaper, radio and business men pooled their efforts to promote the affair. Among them were Weitman, Frank Behrens, National Foundation for Infantile Paralysis, Ted Mack (NBC), Walt Framer (CBS), Bert Parks (CBS), Ted Cott (NBC), Nick Kenny (WNBT), Phil Dean (NBC), Wendy Barrie (WNBT), Max Kase (*New York Journal-American*), Hy Gardner (*New York Herald-Tribune*) and Earl Wilson.

"Peter Pan"

(*Continued from page* 1)

finds the children of the Darling family, Wendy, the adolescent girl, and her brothers, John and Michael, transported to enchanted Never Land by Peter Pan and Tinker Bell, his little pixie friend. With the aid of pixie dust and good thoughts, they learn to fly and the adventures which unravel include a running encounter with the elegant Captain Hook, their capture by Indians, their meeting with the Lost Children and other events too numerous to mention.

In order to highlight the strength of the story line for older people, the sharp characterizations should be noted. Peter Pan comes alive as most any boy. Wendy has her doubts about growing up. Tinker Bell is jealous of Peter Pan's favor. Captain Hook for all his villainy is deathly afraid of his nemesis, the crocodile. And then there is that gloriously meek pirate Smee, who quakes while the world around him roars. All this is adult insight, offering entertainment to all age levels.

The reported more than $4,000,000 spent on the picture shows up in many production values, from scenes to animations.

The following are the voices of characters: Bobby Driscoll, as Peter Pan; Kathryn Beaumont, as Wendy; Hans Conreid, as Captain Hook; Bill Thompson, as Smee; Heather Angel, as Mrs. Darling; Paul Collins, as Mrs. Darling; Tommy Luske, as John; Candy Candido, as the Indian chief, and Tom Conway, as the narrator.

Directors were Hamilton Luske, Clyde Geronimi and Wilfred Jackson. Directing animators were Milt Kahl, Frank Thomas, Wolfgang Reitherman, Ward Kimball, Eric Larson, Ollie Johnston, Marc Davis, John Lunsbery, Les Clark and Norm Ferguson. The story adaptation was by the following: Ted Sears, Bill Peet, Joe Rinaldi, Erdman Penner, Winston Hibler, Milt Banta and Ralph Wright.

Running time, 76½ minutes. General audience classification. Release date not set.

MURRAY HOROWITZ

Lesser Firm

(*Continued from page* 1)

gram is to be ready March 15.

Although Stereocinema may produce some programs itself, the corporation is prepared to finance independent producers interested in making three-dimension films with the Stereo-Cine process, in which Lesser recently acquired a 50 per cent interest. The Stereo-Cine process was developed by Raphael Wolf, Hollywood advertising-film executive, for use in making ad films for Ford, General Electric, and others, and utilizes two cameras, two negatives, two inter-locked projectors and polaroid viewers, in much the same way as the British Stereo-Techniques (Tri-Opticon) and Natural Vision processes do. Lesser said both prints used in the three-dimensional runs can be distributed separately for flat runs if developments prompt such handling, but this is not expected.

Although Stereocinema will require only 12 programs annually, it will lease Stereo-Cine equipment to other producers or studios on a fee basis.

Stereocinema will handle its own distribution, charging 10 per cent of rental income to cover all charges, with three distributing offices. The New York office will be in charge of Irving Lesser and Seymour Poe; Max Roth will handle the Chicago branch; the Los Angeles office will be under Jack Thomas.

Associated with Lesser in Stereocinema are Mike Rosenberg, president of Principal Theatres, and William Forman, President of Pacific Drive-ins Corp.

PARAMOUNT
TRADE SHOWS
Friday, Jan. 16, 1953
• • •
BURT LANCASTER
SHIRLEY BOOTH
IN
Hal Wallis'
PRODUCTION
Come Back, Little Sheba
Co-starring TERRY MOORE • with RICHARD JAECKEL
Directed by DANIEL MANN • Screenplay by KETTI FRINGS
Based on the original play by William Inge
Produced on the stage by the Theatre Guild

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	4 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton St., N. W.	2 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street	2:30 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 South Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue	1:30 P.M.
CINCINNATI	FOX SCREENING ROOM, 1638 Central Parkway	2:30 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street	8:15 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway	2 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	3:30 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyord Avenue	2 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	10:30 A.M.
JACKSONVILLE	FLORIDA THEATRES SCREENING ROOM, Florida Thea. Bldg.	8 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street	2 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Second Street	12:15 NOON
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North Eighth Street	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 South Liberty Street	2:30 P.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)	2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue	1:30 P.M.
*OMAHA	FOX SCREENING ROOM, 1502 Davenport Street (Tues. 1/13/53)	1:30 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 North 12th Street	2:30 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies	11 A.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street	11 A.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st South Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.	2 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.	8 P.M.

* *Was shown in Omaha Tuesday, January 13, 1953*

Closing of Eitel's Palace Postponed

Chicago, Jan. 13. — Closing of Eitel's Palace Theatre, originally scheduled for tomorrow, has been postponed indefinitely, with talks between the management and the operators union being resumed here today in an effort to reach an agreement on the scale for projectionists for the proposed Chicago showing of "This Is Cinerama."

Should an agreement be reached with the operators, who are asking $2 per hour per man, the Palace will close to install the necessary Cinerama equipment. Installation would cut the houses seating capacity roughly 700 seats, with three booths being installed on the mezzanine. The present picture playing the Palace, "Stars and Stripes Forever," will continue until a decision is reached on future policy.

Review

"The Naked Spur"

(Metro-Goldwyn-Mayer)

THE GREED OF MEN, against the romantic, wild background of the West, is examined in this M-G-M production. The prize is a hunted criminal whose capture and reward are fought for by three men, an embittered rancher, James Stewart, an old prospector, Millard Mitchell, and an ex-Civil War Army officer, Ralph Meeker.

Enough entertainment ingredients, such as action, suspense and color by Technicolor, are contained in this film to please most audiences. At times, however, the accent on the psychological motivations of the characters slows up the pace. The cast consists of only five characters, which serves to throw the full spotlight of attention on their development.

The hunted criminal is Robert Ryan, who attempts to manipulate the greed of his three would-be captors to his advantage. For awhile, he is aided by Janet Leigh, who joins forces with him out of loneliness and desperation. Ryan kills old prospector Mitchell after luring him to a fictitious gold stake. The ex-soldier Meeker is drowned in an attempt to retrieve the prize, the dead body of the hunted criminal. Left are the two principals, Jimmy Stewart and Miss Leigh, who team up to begin life anew. Interspersed between the main story lines is a hair-raising Indian fight and a number of moving love scenes.

William H. Wright produced, while Anthony Mann directed from a screenplay by Sam Rolfe and Harold Jack Bloom.

Running time, 91 minutes. General audience classification. Release date, Feb. 6.

MURRAY HOROWITZ

Box-Office Decline Blamed on Loss Of 'Glamor' by H.A.Cole

NEW ORLEANS, Jan. 13.—Neither television nor the allegations that "pictures are lousy" is responsible for the decline in box-office receipts, in the opinion of Col. H. A. Cole, Texas Allied leader. Addressing the national Allied board of directors' meeting here today, Cole attributed the slump largely to the 20 per cent Federal admission tax, but contended that there were other factors in the recession.



H. A. Cole

"In the first place," he said, "the picture show, with running expenses skyrocketing and with the artificial price ceiling set upon it by the amusement tax, found itself unable to increase prices without decreasing attendance in even greater proportion. In the second place, for a period of six or seven years, the financial lifeblood of the theatres has been drained away steadily. Our industry is peculiarly dependent on glamor and our theatres with the 20 per cent drain have not had the funds necessary to maintain that glamor."

Cole said that on a recent trip to Los Angeles he found that even the small mercantile establishments "amazed him." Theatres, he said, were overshadowed by the glamor of department stores, haberdasheries, furniture and liquor stores.

"We have lost our glamor—one of the biggets assets that the theatres had —because we have not had the capital to maintain ourselves in competition with others who have stolen our thunder," Cole asserted. "Motion pictures definitely must sell excitement, emotions and adventure. How can that be done unless the setting, the theatre itself, is glamorous?"

As to the blame on television, Cole pointed to the "serious declines" that have occurred in non-television areas for several years. Product cannot be blamed, he said, because "we can point only to the pictures themselves, which, in my belief and the belief of many others familiar with these pictures, rank far above anything that the industry has seen before." Cole said he could not accept either of these explanations as sound because of other contributing reasons.

Allied Board

(*Continued from page* 1)

that exhibitor rights now flouted by the distributors may be adequately protected."

The board's statement announcing its action scored pre-release selling and terms which require advanced admission prices at the box office. It contends that the practices are illegal and in violation of the consent decree in the Paramount, et al, case in that they establish improper clearance, use the court-prohibited yardstick of distribution revenue and "almost invariably" constitutes the "fixing of admission prices."

The statement said:

"The Allied board is amazed that at this critical juncture in the industry's affairs the film companies should insist upon retaining and increasing a practice which in its practical effect violates two of the injunctions entered against eight of them in the anti-trust suit brought against them by the United States and has the further effect to withhold choice films from exhibition in thousands of theatres at a time when mass attendance is so badly needed, not only as an immediate source of revenue but in order that the people may see and enjoy those films and recreate and reestablish the movie-going habit.

"In order that there may be no mistaking of our meaning when we say thta the pre-release or roadshow method now being used by the distributors violates court orders, we point out it has the effect to superimpose on the regular clearance to which subsequent-run theatres are subjected an additional and much longer clearance in favor of the prior-run theatres, which play the pictures first as a roadshow and then on regular release, and has the further effect to create clearances over theatres and town which have not heretofore been subjected to any clearance. This extended clearance is not designed reasonably to protect the licensed theatre on the run granted it, but is designed solely to increase the distributors' revenues, a yardstick which the courts have said they may not use.

"In addition, this method of marketing pictures contemplates that the exhibitor shall increase his admission prices to an amount designated by the distributor and this usually almost invariably follows and constitutes the fixing of admission prices by agreement between the distributor and the exhibitor."

Amplifying on the affirmation of Allied's rejection of the proposed arbitration draft, the board's statement said that nothing reported by Snaper or contained in Johnston's letter to Allied "would afford the exhibitors any relief from the distributors' pricing policies and practices which constitute the exhibitors' principal grievance and stand as a bar to the economic recovery and future welfare of the motion picture business."

"The condition is aggravated by the fact that during the negotiations looking to the establishment of an arbitration system, the participating distributors not only continued to exact higher film rentals from the exhibitors on all classes of product but designated for special treatment as roadshows or pre-releases during that period more pictures than had been marketed by that method in five preceding years, and this in spite of the fact that in the beginning and throughout the negotiations the exhibitor representatives of their organization affiliations cited that method as a chief source of complaint and strove for effective measures for curbing it," the statement asserted.

Also, the board noted with deep resentment the action of Republic Pictures in making available to WCBS-TV for free exhibition on television in opposition to the theatres, 104 of its feature films released between 1937 and 1948.

This action, it was said, was taken by Republic in disregard of the known attitude of its exhibitor customers, and if that policy is continued by it in the future, and is adopted by other film companies, it will be disastrous for the theatres and probably for the entire motion picture industry.

It further stated that regardless of the future policies of the film companies the deal just consummated by Republic will be mischievous in ways which that company itself may not have considered. The trade name Republic, constantly appearing on television will become associated in the public mind with free entertainment and the patrons will be reluctant to pay to see Republic pictures. The constant recurrence of that name in connection with old and in many cases inferior pictures will impair, if it does not destroy, whatever good will Republic may have built up by reason of such pictures as "The Quiet Man," it was declared.

These considerations and others led the directors to fear, it was said, that Republic by its sale of pictures for free exhibition on television has become a controversial company whose product hereafter may or may not meet with public favor.

The next board meeting will be held in Milwaukee March 27-28.

Snyder Cites Bond Drive Job by Pinanski

Sam Pinanski of Boston, co-chairman of the Council of Motion Picture Organizations, has made public here a letter from Secretary of the Treasury John W. Snyder commending Pinanski's work in behalf of the U. S. Savings Bonds program. Pinanski has been chairman of the Motion Picture Advisory Committee of the bond campaign.

"Before leaving the Treasury," Snyder wrote, "I want to express my warm thanks for the splendid support you have given to the Savings Bonds program. My personal association with you during your service as a national advisory committee chairman has been more than pleasant; it has been stimulating and confidence-inspiring.

Name Grainger

(*Continued from page* 1)

years, so that his departure, to which president Herbert J. Yates assented regretfully, will not inconvenience Republic.

Official announcement of the event is expected some time this week.

Gulf Allied Opens Annual Convention

NEW ORLEANS, Jan. 13.—ATO of the Gulf States opened their convention here with a luncheon at the Jung Hotel. A. Berenson, president, welcomed the guests, members of the national Allied board, and introduced personalities. A film clinic was held in the afternoon, with guest speaker Leon Bamberger, RKO Radio.

A general discussion was held, including guest speakers Jack Kirsch, Irving Dollinger, and Sidney Samuelson.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 10 NEW YORK, U. S. A., THURSDAY, JANUARY 15, 1953 TEN CENTS

New Setup of Tax-writing Congressmen

Complete Formation of House, Senate Groups

By J. A. OTTEN

WASHINGTON, Jan. 14.—House Republicans today named five members to fill GOP vacancies on the tax-writing House Ways and Means Committee.

The new members of this important group, which would have to initiate any admission tax relief, will be Representatives Sadlak of Connecticut, Baker of Tennessee, Curtis of Missouri, Knox of Michigan and Utt of California.

There were no Democratic vacancies on the Committee. In fact, two Democrats—Representatives Harrison of Virginia and Keogh of New York—were "bumped" off the Committee.

Rep. Reed of New York will be

(*Continued on page 4*)

Berenson Reelected Head of Gulf Allied

NEW ORLEANS, Jan. 14.—At the final meeting of ATO of the Gulf States convention today at Jung Hotel here Abe Berenson was reelected president and national director and F. G. Prat, Jr., was reelected vice-president.

Others reelected were Harold Bailey, secretary; Teddy Solomon, treasurer; and L. C. Montgomery, chairman of the board and alternate national director.

Newly elected members of the board

(*Continued on page 3*)

KMTA Sets Drive-in Meet for March 3-4

KANSAS CITY, Jan. 14.—The Kansas-Missouri Theatre Association announces a 2-day meeting for drive-in operators to be held here March 3-4.

The first day will be devoted entirely to display and viewing of equipment. The second day will be devoted to a school, starting at 8:30 A.M. and continuing until evening. Plans were made at the session of the board of directors today.

The board also named Elmer

(*Continued on page 3*)

ITOA Ready to Start Own Arbitration; TOA to Study

The Independent Theatre Owners Association of New York is prepared to go ahead with the establishment of an industry arbitration system, either on a local or national basis, ITO president Harry Brandt said yesterday. At the same time it was learned that the Theatre Owners of America, at its board meetings here Jan. 25-27, may consider a plan for arbitration without national Allied's participation. The projected moves stem from the Allied board's reaffirmation in New Orleans Tuesday of its rejection at the Chicago convention of the distributors' arbitration draft.

Brandt said he believed a system could be initiated without the help of Allied. The ITOA several weeks ago announced that it planned to devise an arbitration system, independent of Allied's participation, but action was deferred pending Allied's decision, one way or the other, at the New Orleans board sessions. Before launching its arbitration project, Brandt said that the ITOA would

(*Continued on page 4*)

Johnston Made Final Plea to Allied For OK of Arbitration

Eric Johnston, president of the Motion Picture Association of America, made an 11th-hour pitch to Allied, prior to its New Orleans board meeting, for further arbitration discussions, in a letter dated Jan. 9 sent to Allied president Wilbur Snaper. The MPAA office here released the letter yesterday for publication. However, Allied's rejection of the existing arbi-

(*Continued on page 4*)

Start Today for Col. 'Salome' Meet

Columbia's ranking home office and foreign department executives will leave here today by train for Chicago to attend the two-day meeting on "Salome" which starts at the Drake Hotel there tomorrow. It is the first international meeting devoted to one film in the company's history.

Heading the delegation will be A.

(*Continued on page 3*)

Expect Fabian's WB Houses to Join TOA

Si Fabian is expected to bring the Warner theatres, of which he is acquiring control, into the fold of the Theatre Owners of America when the transfer of the properties becomes official, it was reported here yesterday. More than 300 theatres would be added to the TOA roster.

Warner theatres have not been

(*Continued on page 4*)

Ex-Gov't Video Director Enters Theatre TV Field

The entry of a new theatre TV packaging firm, Closed-Circuit Television Co., which will specialize in "off-hour" commercial telecasts, was disclosed here yesterday by Harold Azine, president of the new agency.

Azine, who resigned recently as television director of the Federal Civil Defense Administration, said he has been discussing programs with prospective clients. As FCDA television director, Azine was instrumental in putting on the three theatre television Civil Defense shows.

Meanwhile, it was learned that Theatre Tele-Sessions, a subsidiary of Theatre Network Television, is close to an "off-hour" commercial program deal and is currently negotiating for what is described as a "big" contract, involving a large business firm.

Teleconferences, Inc., the other the-

(*Continued on page 5*)

'Nate' Golden Heads New Gov't Division

Washington, Jan. 14.—The National Production Authority's Motion Picture and Photographic Products Division has absorbed the agency's scientific and technical equipment division. Film chief Nathan D. (Nate) Golden will head the new group, which will be known as the Motion Picture, Scientific and Photographic Products Division.

Adelman Suit Dismissed By Dallas Court

Directed Verdict Ends 2½-Day Trial of Case

DALLAS, Jan. 14.—U. S. District Court Judge William Howley Atwell today gave a directed verdict for dismissal of the anti-trust suit brought against the eight major distributors and Interstate Circuit by I. B. Adelman, Texas exhibitor.

Trial of the case opened in district court here on Monday. At noon today the court said it had listened carefully to the plaintiff's arguments but that it was the court's understanding that the law permitted a seller to choose his customers.

Adelman had sought Dallas first runs for his 1,145-seat Delman Theatre, alleging a conspiracy on the part of defendants prevented him from obtaining the product. Subsequently he petitioned for first subsequent run

(*Continued on page 3*)

$7,050,000 Trust Suit Filed in N.Y.

Damages totalling $7,050,000 are sought in an anti-trust suit filed in New York Federal Court yesterday by the Tribune Theatre Corp., operating the Tribune Theatre in lower Manhattan, against Warner Brothers, 20th Century-Fox, Universal-International and Skouras Theatres Corp.

The plaintiff charges conspiracy among the defendants in forcing unreasonable clearance against the Tribune in favor of Skouras' Academy of Music, although, it is charged, the theatres are not in competition.

(*Continued on page 3*)

N.V. Forms Own Equipment Firm

HOLLYWOOD, Jan. 14.—To meet the cascading demand for theatre-installations, and to maintain the high quality of projection throughout the country, Natural Vision Corp., originator of the three-dimension process used in filming "Bwana Devil" and contracted for use by Warners, Columbia and other studios, has established Natural Vision Theatre Equipment Corp. for the purpose of supplying uniform

(*Continued on page 4*)

Personal Mention

LLOYD LIND, Allied Artists' supervisor of exchanges, arrived in Hollywood yesterday from New York.

•

JOSEPH A. ADORNO, Connecticut State treasurer and son of SAL ADORNO, Sr., of M. and D. Theatres, Middletown, Conn., has been named Middlesex County campaign chairman for the March of Dimes.

•

GAEL SULLIVAN, former executive director of the Theatre Owners of America, addressed the New Haven Advertising Club annual dinner last night.

•

HENRY R. ARIAS, foreign film exporter and importer, and MRS. ARIAS announce the engagement of their son, DR. IRWIN M., to MISS BETTY SYLVIA BERGER.

•

HAROLD WIRTHWEIN, Allied Artists Western sales manager, has left Los Angeles for Denver and Salt Lake City.

•

AUSTIN KEOUGH, Paramount vice-president and general counsel, will return here from the Coast on Monday.

•

BOB DORTMAN, assistant to CHARLES LEVY, Eastern publicity director for Walt Disney Productions, is in Chicago from New York.

•

FRANK H. DURKEE, head of Durkee Enterprises, is en route to Hawaii from Baltimore, accompanied by MRS. DURKEE.

•

CLAYTON PANTAGES, 20th Century-Fox salesman in Albany, has become engaged to BARBARA NELSON of Milford, Conn.

•

WILLIAM HOWARD, manager of the Plaza Theatre, Windsor, Conn., and MRS. HOWARD have returned there from a vacation trip through Ohio.

•

LEO GREENFIELD, Universal Albany branch manager, has become engaged to MURIAL LANAHAN of Ted Baldwin Associates here.

•

MARGARET ETTINGER, head of the publicity firm bearing her name, will arrive here from the Coast tomorrow.

•

JOSEPH WALSH, head of Paramount's branch operations, has arrived in Portland, Ore., from Seattle.

•

TOM WOOD, publicity director for Huntington Hartford Enterprises, has arrived here from Hollywood.

•

ALEXANDER PAAL, independent producer, is in New York from the Coast.

•

JOHN ASH, M-G-M home office representative, will leave San Francisco on Saturday for Chicago.

•

JAY EISENBERG of M-G-M's legal department is in Dallas from here.

Christopher Awards Go to 'Stars and Stripes,' 'Hans'

In accepting a trio of awards to "Stars and Stripes Forever" from the Christophers, Spyros P. Skouras, 20th Century-Fox president, yesterday expressed gratitude for the encouragement the organization is giving to the motion picture industry in recognizing pictures of special merit.

Skouras spoke at a Christopher Awards luncheon at the Waldorf Astoria Hotel here, where a trio of awards also was announced for Samuel Goldwyn's "Hans Christian Andersen," an RKO Radio Pictures release. Skouras accepted the quarterly awards for the late Lamar Trotti, producer; Henry Koster, director, and Ernest Vajda, who wrote the screen play.

Father James Keller, founder and director of The Christophers, also presented bronze medallions to Robert Mochrie, vice-president of Samuel Goldwyn Productions, on behalf of Charles Vidor, director; Moss Hart, screenplay writer, and Myles Connolly, who wrote the original story of "Hans." Clifton Webb, who stars in "Stars and Stripes Forever," was also present at the luncheon.

Other citations went to John Driscoll, John Zoller and Warner Law, for the Cavalcade of America's radio presentation of "Barbed Wire Christmas," presented over NBC on Dec. 18. An award also went to Henry Denker, writer, producer and director of "The Greatest Story Ever Told," which is aired on ABC. In television, awards went to Fred Waring's special Christmas presentation. Bob Banner, director, and Hugh Brannum, writer, also received awards for the Dec. 14 CBS presentation.

The Christophers, in addition, singled out newspaper columns, magazine articles and books for citations.

Middletown Services For Shea Tomorrow

Services for Thomas J. Shea, 53, assistant president of the IATSE, who died on Tuesday at the Will Rogers Memorial Hospital in Saranac, N. Y., will be held tomorrow in St. John's Church, Middletown, Conn.

Survivors include Shea's widow, Mrs. Alice Kane Shea, and his mother, Mrs. Mary E. Shea; two daughters, Mrs. Laverne Reilly, and Miss Irene Shea; one son, Ronald T. Shea; three grandchildren; a sister, Miss Genevieve M. Shea, and a brother, John W.

$4,080 Record for 'Gambler' Premiere

ST. LOUIS, Jan. 14.—A total gross of $4,080 is reported for Universal-International's "The Mississippi Gambler" world premiere at the 5,037-seat Fox Theatre in St. Louis Tuesday night. The first of a three-city premiere which also included Memphis and New Orleans, launching more than 350 pre-release dates in the Mississippi River Valley, it was said to have set a new record at the house for an evening opening.

Einfeld Toastmaster For Gehring Dinner

Charles Einfeld, 20th Century-Fox vice-president, will serve as toastmaster at the company's testimonial dinner tonight to William Gehring, executive assistant general sales manager, whose 35th anniversary with the company is being marked by a sales drive this week. Einfeld will substitute for Al Lichtman, 20th-Fox director of distribution, who is ill and will be unable to attend.

Approximately 200 industry representatives will attend the Gehring dinner at Toots Shor's restaurant. Spyros Skouras, 20th-Fox president, will make the principal address and Monsignor Patrick J. Masterson of the National Legion of Decency will give the invocation.

Daugherty Manager Of Floyd Circuit

ATLANTA, Jan. 14.—R. M. (Bob) Daugherty, has been appointed general manager of the Floyd circuit of 13 indoor and outdoor theatres. Daugherty will make his headquarters at the Florida, in Haines City.

The new general manager, who has been in the show business for the past 25 years, has managed theatres in Orlando, Daytona Beach, Jacksonville, Tampa and Miami. From 1946 to 1950 he was general manager of the Tampa circuit, and more recently was in charge of the Olympia in Miami.

Eitel's Palace Plans Are Switched Again

CHICAGO, Jan. 14.—In another switch of plans, Eitel's Palace Theatre is going dark for an indefinite period after the termination of today's show. Negotiations still are continuing in an effort to reach an agreement on an operators pay scale for "This Is Cinerama;" disagreement on projectionists' pay is purported to be the lone stumbling block in the path of the Palace being converted for showing of the program.

'Jazz' at Paramount Opens to $11,300

Warner Brothers' "The Jazz Singer" opened to a very good $11,300 gross yesterday at the New York Paramount Theatre, which is currently featuring on its stage Carmen Cavallaro and his orchestra.

Dinner for Legislators

LINCOLN, Neb., Jan. 14.—Members of the State Legislature, Gov. Robert Crosby and other state officials will be guests of the film industry in Nebraska at a dinner here tomorrow night. Robert Livingston of the Cooper Foundation, state Theatre Owners Association official, is in charge.

Quarterly QP Award Selected Tomorrow

The Quigley Showmanship Awards for the fourth quarter of 1952 will be selected here tomorrow in the headquarters of the *Managers' Round Table* of *Motion Picture Herald*. The judges will be Samuel Cohen, foreign publicity director of United Artists; Charles Hacker, administrative assistant at Radio City Music Hall, and Edgar Goth, advertising-publicity director of Fabian Theatres.

'Girls in the Night' Opens Here Today

With five of the personalities of the picture continuing an around-the-clock promotional effort through television and radio appearances, newspaper interviews and participation in local events, Universal-International's "Girls in the Night" will have its world premiere at Loew's State Theatre here today.

Following the premiere, the five personalities—Patricia Hardy, Harvey Lembeck, Glen Roberts, Jaclynne Greene and Don Gordon—will tour Connecticut and New Jersey in connection with openings of the picture in those situations, in behalf of the "Charles J. Feldman Silver Anniversary Drive."

'Listening Parties' For Awards Airing

A Coast-to-Coast network of radio and television "listening parties" for industryites across the nation is being set up by United Artists branches, in cooperation with local Variety Clubs, to hear and see the NBC broadcast of the New York Film Critics "Best-of-the-Year" Awards ceremonies Saturday evening, it was announced by Francis M. Winikus, national director of U A advertising publicity.

United Artists swept the Film Critics' annual balloting, taking seven out of eight places in the voting.

Geraghty, Zimbalist Form New Company

HOLLYWOOD, Jan. 14. — Maurice Geraghty and Al Zimbalist have formed a partnership here to produce under the name of Shamrock Productions.

The first picture to be made will be "Miss Robinhood," which will be produced by Zimbalist and written and directed by Geraghty, from his published story. The picture is expected to be filmed in Pathecolor.

$$ Record for 'Earnest'

The Baronet Theatre here reports a third-week gross of $9,000,—said to be a record for the house—for "The Importance of Being Earnest." The picture will continue there indefinitely.

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Confirmation of Grainger Imminent

Hollywood, Jan. 14.—Official announcement of James R. Grainger's appointment to the RKO Radio presidency appeared imminent tonight as discussions relevant to the agreement on his release from his Republic contract continued between RKO and Republic executives.

It is understood points under discussion do not threaten the consummation of the Grainger appointment.

May Drop Bid For RKO Receivership

A decision on whether to continue court action seeking the appointment of a receiver for RKO Pictures will be made within a week by Louis Kipnis, attorney representing the three minority stockholders in the receivership application, Kipnis said here yesterday.

Kipnis acknowledged that he was weighing the possibility of withdrawing the receivership application in light of the changes which have occurred in the executive set-up of the company since the filing of the action. He apparantly referred to the filling of all vacancies on RKO Pictures board of directors, the return of Howard Hughes as chairman of the board, and the resumption of production.

Doesn't Affect Other Suit

He said that if a decision is made to withdraw the receivership bid, it would be on the grounds of the changes which have mitigated against his action. He stressed, however, that withdrawal of the receivership action would in no way affect his suit in New York Supreme Court against Hughes, seeking damages on the grounds of mismanagement.

A hearing in New York Supreme Court on the receivership application has been set for Jan. 26, allowing Kipnis another 12 days to make a decision. The minority stockholders' attorney also said he would seek to amend his original complaint against Hughes in order to bring it up to date as to the changes in the company.

Adelman Suit

(*Continued from page* 1)

here. The court concluded insufficient evidence had been presented to warrant giving the case to the jury and directed the verdict for dismissal.

Robert L. Wright, former key Justice Department figure in the government's anti-trust suit against the major companies, represented Adelman. Distributors were represented by Roy W. McDonald of the New York law firm of Donovan, Newton, Leisure & Lumbard.

The case is the first of two which were filed by Adelman in 1947. It was originally brought in Federal court in Delaware but subsequently was transferred to this jurisdiction. The second suit, still pending, involves Adelman's 1,239-seat theatre in Houston, also named the Delman. It makes similar allegations and seeks similar relief.

Reviews

"The Hitch-Hiker"

(*Filmakers-RKO Radio*)

COMPETENTLY produced, directed and acted, "The Hitch-Hiker" measures up well as an exciting picture, repetitious in spots but never lacking in suspense. Ida Lupino has done a capable directorial job with her screenplay on which she collaborated with producer Collier Young. There are no women in the cast, other than bit players.

The film tells of an escaped convict who is trying to beat his way from the United States to Central America. He is picked up by two men on a fishing trip and, at gun point, the pair become the convict's stooges, chauffeurs, handymen and clay pigeons. When their usefulness is over, so are their lives. Most of the footage tells of the weird journey, first by car and then on foot, with American and Mexican police slowly but surely closing in on their prey.

The two captives are played by Edmund O'Brien and Frank Lovejoy, while William Talman portrays the gangster, all turning in competent jobs. One of the most helpful factors in generating suspense is the complete naturalness of the two helpless vacationers. The fourth principal character in the picture is Jose Torvay.

Running time, 71 minutes. General audience classification. Release date, March 13.

"Sword of Venus"

(*RKO Radio*)

THE ALMOST LEGENDARY house of Monte Cristo is again brought to the screen in this adaptation, although no credit is given to the Dumas stories. Figuring prominently in this story, however, are the elder Dantes (the original count and his son.)

The film, which was obviously produced on an inexpensive budget, has enough entertainment ingredients to get by in most situations. Noteworthy in an otherwise undistinguished cast is Catherine McLeod, the female member of the terrible trio who finally succumbs to the young, romantic scion of Monte Cristo.

In this version, three enemies of the Dantes family form a coalition and plot the ruination of father and son, both financially and physically. At first they scheme to have the boy believe he killed a man over a woman. He is sentenced to life imprisonment and after they try unsuccessfully to have him killed there, he escapes. Meanwhile, the father has died and the threesome devise another complex plan to appropriate the family fortune. They are foiled in the attempt, however, as Dantes arrives in the nick of time and duels his way to victory.

Aubrey Wisberg and Jack Pollexfen produced, while Harold Daniels directed. Others in the cast include Robert Clarke, Dan O'Herlihy, William Schallert, Marjorie Stapp and Merritt Stone.

Running time, 73 minutes. General audience classification. Release date, Feb. 20.

MURRAY HOROWITZ

Set Drive-In Meet

(*Continued from page* 1)

Rhoden, Sr., Senn Lawler and C. E. (Doc) Cook, president of the association, as representatives to the meeting of the Theatre Owners of America board later this month. The delegation was instructed specifically to secure all possible information regarding the arbitration program, so that the Kansas-Missouri Association may relate its work in conciliation and adjustment with the ideas and activities of any national program.

Meanwhile, plans under discussion for several months between the area theatre associations of St. Louis and Kansas City for a joint meeting are taking form. The St. Louis association recently appointed a committee to work with a similar committee of the Kansas-Missouri Association that is now being set up. The purpose is to bring exhibitors of Western Illinois and Eastern Missouri, composing the St. Louis area association, into Western Missouri and the entire state of Kansas, who compose the Kansas-Missouri Association.

New Betty Hutton Firm

HOLLYWOOD, Jan. 14.—Announcement of the formation of Lindsay Enterprises, Inc., a corporation to handle all of Betty Hutton's film, radio, TV, record and personal appearance commitments was made here by Maurice Stoller, Music Corp. of America representative who handles the legal aspects of that organization.

Col. Sales Meet

(*Continued from page* 1)

Montague, who will preside at all sessions. Others from the domestic staff will be Rube Jackter, Louis Astor, Louis Weinberg, Irving Wormser, George Josephs, Maurice Grad, Paul N. Lazarus, Jr., H. C. Kaufman, Howard LeSieur, Joseph Freiberg and George Berman.

Representing the international corporation will be Joseph A. McConville, Bernard Zeeman, Sigwart Kusiel, Harry Kosiner and Lawrence Lipskin, all from the home office, as well as Max Thorpe, Lacy Kastner, Michael Bergher, Leroy Brauer, Joseph E. McConville, Roger Sardou and Alan Tucker, key executives from the foreign organization, who arrived here earlier this week.

Also converging on Chicago will be the company's nine division managers and 32 branch managers.

Gene Autry Starts A 49-City Tour

Columbia star, Gene Autry, has launched a 49-city tour. With a cast of 30 performers he opened in Wichita, Kan., will swing East through Omaha, Des Moines, Detroit, then North to a number of Canadian stops, then back to play, among other cities, Rochester, Albany, and Philadelphia. He will wind up the tour in Washington on March 1.

The Gene Autry Show will be a complete Western variety revue.

'Oscar' Nominating Ballots Sent Out

Hollywood, Jan. 14.—Ballots for nominating candidates for the 25th annual Academy Awards were mailed by the Academy of Motion Picture Arts and Sciences today to 11,665 industry members qualified for participation in the nominating procedure. The polls close midnight, Jan. 24, with nominations to be announced Feb. 10.

Berenson Reelected

(*Continued from page* 1)

of directors are J. V. O'Quinn of Kaplin, La.; W. M. Butterfield, Pascagoula, Miss., and Frank Degraw, Abbeville, La.

Speakers at the general meeting included Max Youngstein of United Artists, speaking on arbitration and general problems of the industry, and Burton Robbins of National Screen Service discussing the better relationship between exhibitors and NSS.

The convention closed tonight with a cocktail party, courtesy of Motion Picture Advertising Service Co. of New Orleans, and the convention's annual banquet.

Future Is Bright, Richey Tells Allied

NEW ORLEANS, Jan. 14.—Using trade press headlines to illustrate, H. M. Richey, director of exhibitor relations for M-G-M, painted an optimistic future for the industry in an address here today before the convention of Allied Theatres of the Gulf States. Based on the headlines and the stories to which they referred, Richey said that the outlook for the general business base was good, that it was apparent Hollywood expected to continue to roll out good pictures and plenty of them, that there was no lack of confidence in the business and that the possibility for fine public relations was good.

Richey expressed hope for the ultimate adoption of an industry arbitration system, asserting that the "quicker differences can be adjusted, the better it will be for all of us."

"The need to devote every hour to more concentration on creating more movie-paying customers is vital," Richey said. "We need more Texas COMPO campaigns. We need more state fair exhibits those in Ohio and Indiana. We need showmanship, good housekeeping and good pictures more than we have ever needed them in the history of this business."

N.Y. Trust Suit

(*Continued from page* 1)

The suit charges that the Tribune has been refused first neighborhood run by the defendants and that the plaintiff has been forced to bid against Skouras for product when it is apparent that the plaintiff's theatre cannot meet the rentals that the Academy can afford. The various practices by the defendants, it is also charged, violate the terms of the government's consent decree.

Two suits are involved in the action, one for $1,050,000 against all four of the defendants and another for $6,000,000 against the three film companies.

Filling the Hopper With Anti-tax Bills

Washington, Jan. 14.—Three more Congressmen have introduced bills to exempt motion picture theatre tickets from the Federal Admission tax. They were Representatives Doyle (D., Calif.), McDonough (R., Calif.) and Van Zandt (R., Pa.)

Johnston Plea

(*Continued from page* 1)

tration drafts followed the board's consideration of Johnston's letter and Snaper's report on his conversations with distributor representatives.

Johnston, in his letter, reviewed the events leading up to the October draft, pointing out that the distributors insisted that they would not assent to the arbitration of film rentals in any manner.

Was Made Clear

"In transmitting this draft," Johnston wrote to Snaper, "it was made perfectly clear that suggestions would be welcome and that discussions for any changes of language or substance were invited. No formal reply was received from any exhibitor member of the arbitration conference. Favorable informal response came from several exhibitor conferees."

Johnston then pointed out that Allied's rejection was reported in the trade press, with no authorization to participate in further discussions. He said sales managers had asked him to express their confidence in the positive value of arbitration to the industry and their willingness to resume discussions to achieve it. He added that he had been strongly urged by many in the industry, including exhibitor leaders, to arrange another meeting on the premise that progress would be advanced by consideration of the October draft, along with any suggestions that the participants may have relative to the draft.

"We hope," Johnston concluded, "that your organization will be in a position to arrange for its representatives to participate in such a further meeting. I sincerely believe that the well-being of our industry will be substantially advanced by a system of arbitration and I am certain your organization can make a major contribution to it."

ITOA Ready

(*Continued from page* 1)

await further action by the Motion Picture Association of America on the arbitration issue.

There was a difference of opinion here yesterday over the interpretation of Allied's rejection of the arbitration plan. Some looked upon arbitration as being "dead" insofar as Allied was concerned, while others believed that the door was still open for further negotiations. Clarification from Allied on the issue is expected shortly.

To Join TOA

(*Continued from page* 1)

TOA members. It is understood that the houses will be affiliated with TOA shortly after Warner Brothers stockholders approve the reorganization of the theatre company at a meeting scheduled for Feb. 17 in New York.

Asides & Interludes

—by James Cunningham

COLUMBIA Pictures' Harry Kenneth McWilliams has been, in recent days, mantled with honors for his highly commendable professorial performance as dean of the Associated Motion Picture Advertisers' Showmanship School which he founded one year ago to try to enlighten some of our younger boys and girls to be promotional whizzes like "Bergie" of "U", Dietz, Paula Gould, "Ernie" at Loew's, Cholly Einfeld, Cherry-face Mort at Warners, Handy-Jerry Pickman, Curvacious Kay at RKO, Herb Yates' Steve Edwards, Milt Livingston (can he talk), RKO's Segal, and the always-late, but always-there Charles Franke, and others.

The graduates of Professor McWilliams' School will receive their Diplomas at noon today at the Hotel Piccadilly.

Meanwhile, we continue our course of teaching theatre staff members. You will remember last week's lesson for cashiers (don't steal, hide the money, etc.).

This week's lesson, authored by the faculty of Wometco Theatres of Miami, owned and operated strictly for a profit (Federal tax willing), by Sidney Meyer and Mitchell Wolfson will consider the positions of the doorman, and the usher.

"It is," says our Wometco manual, "part of the doorman's job to smile, whether he likes it or not."

"Doormen should give a cheerful, courteous answer to the meanest grouch."

Wishful Thinking Department: "The usher should be able to talk intelligently about every department of the theatre and he should know something of the history of the industry and of the company. He should be able to correct any false statements about the industry and the people in it. Bearing in mind that he is a representative of the company, he should maintain conduct above reproach, anywhere, anytime."

☆ ☆ ☆

Mack-Aroons: **There is not an oldtimer in the industry who does not know Irving Mack, who has something or other to do at Filmack Trailers, in Chicago. "Irv" is a philosophizer. Sez Irv: "No one ever climbed a hill by looking at it." . . . "A man does not necessarily grow wise as he grows old, but he grows old as he grows wise." . . . "To convince her she's adored, buy her something you can't afford." . . . "Poise—The art of raising the eyebrows instead of the roof." . . . "The person who is lovesick is the man sitting behind a couple making love in the movie theatre." . . . "America is just about the only country in the world where men dress for dinner, and the women do the opposite." . . . "Ain't it hell to be old, brother, when the night's young?" . . . "Speak well of your enemies, remember, you made them."**

☆ ☆ ☆

United Artists has a picture coming up, called "Monsoon," which the company describes as "the exotic Technicolor drama filmed entirely in India and introducing the beautiful Ursula Thiess in a role reminiscent of Hedy Lamarr's in 'Ecstacy.'"

Wanna bet Ursula doesn't reminisce; hey, Joe?

☆ ☆ ☆

We are forever hearing from Hollywood press agents about the difficulties encountered in restraining the throngs (courtesy of Hollywood press agents) from besieging thisa and thata star who or which and how are about to enter thisa and thata theatre for the opening of Walt Goldwyn's "Peter and Hans."

Did any of those paid way-above-the-scales guys ever come up with the solution for crowd-controlling that has just been pounced on the great British Empire by Sir Hugh Casson, planner of street decorations for the Coronation of Queen Elizabeth II?

Hughie just ordered all lamposts along the Coronation march greased, to prevent climbing.

☆ ☆ ☆

Enlightenment Department: **Jackie III, that sweet-dispositioned lion, five year older and five-hundred pound king of the jungle in RKO's "Androcles and the Lion," drew down 750 buckos per week—and all he could eat. Androcles would not chin about his take. . . . RKO Radio has concluded a nationwide promotion for Samuel Goldwyn's "Hans Christian Andersen" with the Jo-Do Specialty Company, makers of crumb catchers; a rather pessimistic outlook, gross-wise. . . . The grandiose idea nurtured by exhibitor organization leaders in these parts to stage a gigantic film fair, festival and super-duper trade show in Grand Central Palace definitely will not go beyond the original wishful-thinking stage; the Bureau of Internal Revenue has signed a five-year lease of the show-palace, for a reported rental of "more than" $500,000 a year.**

☆ ☆ ☆

The "brilliant and lazy" manager is the most valuable executive in the present day economy. Sez Morris Pickus of New York's Personnel Institute. Sez Charles Skouras, Sol Schwartz, Young Walter Reade, M. A. Lightman, et al: Nutz. . . . An actor who had not been employed for many, many months finally got up the courage to approach a wealthy friend for a loan to tide him over. "But you can't be hungry," said the friend. "After all, you've got a toothpick in your mouth." "Well," replied the unemployed actor, "you know how it is here in Hollywood. A guy has to put up a front." (We are most graciously grateful for that kernel of corn to the Wall Street Journal.)

☆ ☆ ☆

When Universal Pictures' Phil Gerard called the Moskowitz & Lupowitz Restaurant in New York's way down Eastside sector, the other day, to make a reservation for a trade press dinner prior to a screening, Phil said, after specifying the requirements, and identifying the company, "We prefer to be billed." "We," said the management of M. & L., "prefer to be paid."

Pensacola Amusem't Tax Is Ruled Valid

Pensacola, Fla., Jan. 14.—The Florida Supreme Court has ruled that the amusement tax, as collected by the city of Pensacola, is valid. The decision was made in connection with the case between Paramount-Gulf Theatres and the city of Pensacola in which the theatre company protested the use of amusement taxes as security for payment of revenue certificates, funds from which were to be used for the construction of an auditorium on the Palafox Wharf.

Congressmen

(*Continued from page* 1)

chairman of the Committee for the coming two years. Other Republican holdovers on the Committee are Representatives Jenkins of Ohio, Simpson of Pennsylvania, Kean of New Jersey, Curtis of Nebraska, Mason of Illinois, Martin of Iowa, Holmes of Washington, Byrnes of New York and Goodwin of Massachusetts. Democratic members will be Representatives Cooper of Tennessee, Dingell of Michigan, Mills of Arkansas, Gregory of Kentucky, Camp of Georgia, Forand of Rhode Island, Eberharter of Pennsylvania, King of California, O'Brien of New York and Boggs of Louisiana.

Formation of the Senate Finance Committee, which handles tax bills in the upper chamber, was also completed. Senator Millikin of Colorado will head the Committee. Republican members will be Butler of Nebraska, Martin of Pennsylvania, Williams of Delaware, Flanders of Vermont, Malone of Nevada, Carlson of Kansas and Bennett of Utah. Democratic members will be George of Georgia, Byrd of Virginia, Johnson of Colorado, Hoey of North Carolina, Kerr of Oklahoma, Frear of Delaware and Long of Louisiana. Malone, Carlson, Bennett and Long are new members of the Committee; all the other Senators are hold-overs.

Western Exhibitors Set Jan. 26 Tax Meet

OMAHA, Jan. 14.—Nebraska, Iowa and Southern South Dakota exhibitors will meet in the afternoon preceding the Variety Club's inaugural ball on Jan. 26 to discuss the 20 per cent Federal admission tax, arbitration, litigation, rentals and Allied-sponsored buying and booking. The special meeting was called by Iowa-Nebraska Allied.

Natural Vision

(*Continued from page* 1)

equipment and operational directors.

Operated on virtually a non-profit basis, and with established equipment houses expected to take over this function eventually, NVTEC offers complete equipment kits suitable for all types of theatres. Kits come in three layouts, each completely practical for all types of theatres, but with special extra elaborations available for exhibitors who wish the utmost in mechanical refinement. Kits are accompanied by installation directions which enable the projectionist to perform all the necessary work.

N.Y. Exhibitors to Oppose Wage Bill

ALBANY, N. Y., Jan. 14.—A bill introduced by Assemblyman Louis Peck, Bronx Democrat, providing for a minimum wage of $1.25 an hour and a maximum work week of 40 hours, with time-and-a-half for periods in excess of that, for workers in New York State will be opposed by exhibitor organizations, it is understood Peck sponsored a similar measure last year.

At hearings in Albany, Syracuse, New York and Buffalo last summer and fall before a sub-committee of the Mailler Joint Legislative Committee on Industrial and Labor Conditions, studying the desirability of recommending a 75-cent hourly minimum for all labor in the state, except the physically handicapped, exhibitor spokesmen voiced strong opposition to such a proposal.

Recent increases have been made in several industries covered by minimum wage orders, after public hearings. None, however, has been authorized for the amusement and recreation industry, since the original floor on wages was placed.

Beverly Program to 11 Franchisers

Herbert Bregstein and Oliver A. Unger, heads of Beverly Pictures, Inc., have consummated deals with 11 territorial franchise holders who will represent them in the distribution of 16 re-release features formerly held by Film Classics. They are:

New England, Regal Pictures; New York and New Jersey, Union Films; Pennsylvania, Leonard Mintz; Pittsburgh and Ohio, Crown Pictures; Cleveland, Imperial Pictures; Washington, Samuel Wheeler; Atlanta, Charlotte, Memphis and New Orleans, Kay Exchanges; Dallas and Oklahoma City, Tower Pictures; Detroit, Chicago, Milwaukee and Indianapolis, Albert Dezel, Inc.; Cincinnati, Edward Salzberg; and the far West, Western Releasing Corp.

Milton Gettinger, of the law firm of Gettinger and Gettinger is associated with Bregstein and Unger.

The 16 films involved are: "Daughter of the West," "The Crooked Way," "Guilty Bystander," "Miraculous Journey," "Devil's Cargo," "Money Madness," "Captain Sirocco," "For You I Die," "Blonde Ice," "Inner Sanctum," "The Loveable Cheat," "State Department File 649," "Good Time Girl," "Sofia," "Four Days' Leave" and "C-Men."

Hammer in New RCA Southwest Position

CAMDEN, N. J., Jan. 14.—Arthur J. Hammer, has been appointed manager of the company's Southwestern region, with headquarters in Dallas, it was announced by C. M. Odorizzi, operating vice-president of the division. He succeeds James W. Cooke, veteran RCA executive, who is retiring.

In his new post, Hammer will represent the company in field operations, with responsibility for administration, distribution, and sales of all RCA and RCA Victor products, including theatre equipment, in the Southwestern region, which covers Texas, Arizona, New Mexico, Oklahoma and portions of Mississippi, Arkansas and Louisiana.

Television--Radio

with Pinky Herman

NBC in cooperation with current food sponsors on the program and food retailers in 60 cities will unite their efforts in one of TV's most comprehensive merchandising campaigns via a "Kate Smith Week," from Feb. 26 through March 5. The two-way national salute to the "First Lady of Song" will include on-the-spot air promotion, newspaper and trade paper advertising and special features and special programming, national and local, prior to and all during that week. . . . Barbara (TV's "Mrs. North") Britton will be profiled in Feb. 8 issue of *This Week*.

☆ ☆ ☆

Continental International Pictures, with studios located at Greenville, Ohio, has entered the TV film field and will start production on a series of quarter and half-hour length dramas some time in April under the supervision of Walter D. McFarland. . . . The Four Vagabonds, whom Arthur Godfrey brought back with him from their own Vagabond Club in Miami Beach for a guestint on his Wednesnite CBShow, proved slightly sensational. . . . Dolly Martin, whose "Gun Moll" characterizations on TV have won the lead on Bob Monroe's "High Adventure," teaches a Sunday school class in real life. . . . Filling Bill Slater's shoes is a man-sized job but Jay Jackson, as new moderator on the "20 Questions" series, made an excellent debut last week, the panel matching with a perfect score for the evening. . . . Gabriel Records has set a nation-wide deejay campaign on Matt Furin's ballad "Could It Be?" . . . Tempus does Fugit! Back in 1927 ork pilot George Olsen was featured in the Laurence Schwab Broadway production "Good News." Last Sunday, 26 years later, on NBC TV, George Olsen was guest-producer of "American Inventory," the program directed by Laurence Schwab, Jr., who is following in his father's theatrical footsteps as producer-director.

SAG to Open Branch Office in Chicago

CHICAGO, Jan. 14.—The Screen Actors Guild is opening a Chicago office in a cooperative arrangement with the local branch of the American Federation of Television and Radio Artists, it was announced here by John Dales, Jr., SAG's national executive secretary. Raymond A. Jones, executive secretary of the Chicago branch of the AFTRA, will serve as the guild's local representative while continuing his AFTRA duties.

Under SAG direction, Jones will be responsible for the organization of actors, singers, announcers and other performers employed in the production of motion pictures, including television films, in the Chicago area. He will negotiate and administer SAG collective bargaining contracts.

Theatre TV

(*Continued from page* 1)

atre TV packaging firm, disclosed that it is receiving two or three inquiries a week from prospective clients. However, Thomas W. Casey, president, said that at this stage of business acceptance of theatre TV, it is difficult to clinch a deal. Casey expressed hope again that the Bendix show, which was called off last december, may be put on in the spring. He said Bendix executives were willing to spend about $70,000 for the December telecast which would have encompassed 40 cities, but failed to win Bendix dealer cooperation in financing the program.

$250,000 Gross for "Stooge" in 1 Night

New Year's Eve openings of Paramount's "The Stooge," starring Dean Martin and Jerry Lewis, grossed approximately $250,000 in the one night, it is understood. The picture played in 397 theatres on the holiday eve, using all but three of the 400 prints ordered for the picture.

Name Ivan Goff SWG Credit Union Head

HOLLYWOOD, Jan. 14.—The Federal Credit Union of the Screen Writers' Guild has elected Ivan Goff to succeed Warren Duff as president. Valentine Davies was named vice-president; Joseph Hoffman, secretary, and Morgan Cox, treasurer.

Frank Nugent, Hoffman, Cox, Irving Wallace and Leonard Spigelgass were named to the board of directors; David Dortort and Wells Root were chosen for two-year terms on the credit committee, and Jack Natteford and F. Hugh Herbert were elected to the supervisory committee.

FP-C Luncheon to Arthur

TORONTO, Jan. 14.—Executives of Famous Players-Canadian Corp., gave a luncheon at the King Edward Hotel here to Jack Arthur, who has resigned as district manager after serving the circuit since its inception, as orchestra supervisor, producer and theatre manager.

TODAY

Associated Motion Picture Advertisers, Inc.

Class in Showmanship Graduation Luncheon

WALTER READE, JR.

Gordon White, MPAA

Dr. Karl Egmont Ettinger

Speakers

Harry K. McWilliams

AMPA President, presiding

GEORGIAN ROOM

HOTEL PICCADILLY — 12:30 P.M.

Luncheon tickets $2.50 each, including tips, from Blanche Livingston, RKO Theatres, JUdson 6-1900

WEEK OF	ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Nov. 30	FLAT TOP (Color) Sterling Hayden Richard Carlson D—85 min. (5201) (Rev. 11/20/52)	(Dec. Releases) (Stanley Kramer) EIGHT IRON MEN Bonar Colleano D—80 min. (Rev. 10/23/52) (Stanley Kramer) THE HAPPY TIME Charles Boyer Louis Jourdan CD—94 min. (Rev. 8/18/52) STRANGE FASCINATION Cleo Moore Hugo Haas D—80 min. (Rev. 10/6/52) INVASION U.S.A. Gerald Mohr D—74 min. (Rev. 12/8/52)	(Re-Releases) GREAT WHITE HUNTER (formerly THE MACOMBER AFFAIR) Gregory Peck D—89 min. (5209) (Rev. 1/28/47) CAPTAIN KIDD Charles Laughton D—89 min. (5210) (Rev. 7/30/45)	SKY FULL OF MOON Carleton Carpenter Jan Sterling D—78 min. (Rev. 11/6/52)	(Dec. Releases) THE BLAZING FOREST (Color) John Payne Susan Morrow OD—90 min. (5207) (Rev. 9/26/52) (Re-Release) CLEOPATRA Claudette Colbert Henry Wilcoxon D—104 min. (5208) (Rev. 7/24/34)		CAPTIVE WOMEN Robert Clarke D—65 min. (Rev. 10/1/52) (Re-Releases) THE BACHELOR AND THE BOBBY SOXER Cary Grant C—95 min. (Rev. 6/3/47) BACHELOR MOTHER Ginger Rogers C—80 min. (Rev. 7/5/39)	(Dec. Releases) MY PAL GUS Richard Widmark Joanne Dru CD—83 min. (233) (Rev. 11/7/52) STARS AND STRIPES FOREVER (Color) Clifton Webb Debra Paget M—89 min. (239) (Rev. 11/19/52)		(Dec. Releases) THE BLACK CASTLE Richard Greene Boris Karloff D—81 min. (304) (Rev. 10/24/52) AGAINST ALL FLAGS (Color) Errol Flynn Maureen O'Hara D—83 min. (305) (Rev. 11/26/52) THE IMPORTANCE OF BEING EARNEST (Color) Michael Redgrave Joan Greenwood C—95 min. (381) (Rev. 12/29/52)	CATTLE TOWN Dennis Morgan O—71 min (207) (Rev. 12/1/52)
Dec. 7	JUNGLE GIRL Bomba D—70 min. (5208)								(Oanziger Bros.) BABES IN BAGDAD (Color) Paulette Goddard Gypsy Rose Lee CD—79 min. (Rev. 12/11/52)		
Dec. 14	THE MAVERICK Wild Bill Elliott O—71 min. (5322)		THE GAMBLER AND THE LADY Dane Clark Naomi Chance D—71 min. (5204) (Rev. 12/17/52)	MILLION DOLLAR MERMAID (Color) Esther Williams Victor Mature D—115 min. (Rev. 10/31/52)			BLACKBEARD THE PIRATE (Color) Linda Darnell Robert Newton D—99 min. (Rev. 11/28/52)		(Film Group) MONSOON (Color) Ursula Thiess D—79 min.		
Dec. 21				ABOVE AND BEYOND Robert Taylor Eleanor Parker D—122 min. (313) (Rev. 11/20/52)		RIDE THE MAN DOWN (Color) Brian Donlevy OD—90 min. (5202) (Rev. 10/30/52)		(Jan. Releases) MY COUSIN RACHEL Olivia de Havilland Richard Burton D—98 min. (301) (Rev. 12/24/52)	(Lopert) BREAKING THE SOUND BARRIER Ralph Richardson Ann Todd D—109 min. (Rev. 10/30/52)		ABBOTT AND COSTELLO MEET CAPTAIN KIDD (Color) Charles Laughton C—70 min. (208) (Rev. 11/25/52)
Dec. 28	HIAWATHA (Color) Vincent Edwards D—80 min. (5202) (Rev. 12/11/52)	(Jan. Releases) THE FOUR POSTER Rex Harrison Lilli Palmer CD—103 min. (Rev. 10/9/52) THE PATHFINDER (Color) George Montgomery O—78 min. (Rev. 12/22/52) THE WINNING OF THE WEST Gene Autry O—57 min.			(Jan. Releases) ROAD TO BALI (Color) Bing Crosby Bob Hope C—91 min. (5209) (Rev. 11/18/52) THUNDER IN THE EAST Alan Ladd Deborah Kerr D—98 min. (5210) (Rev. 11/3/52) TROPIC ZONE (Color) Ronald Reagan Rhonda Fleming D—94 min. (5211) (Rev. 12/17/52)		ANDROCLES AND THE LION Jean Simmons Victor Mature CD—98 min. (Rev. 10/29/52)			(Jan. Releases) THE LAWLESS BREED (Color) Rock Hudson Julia Adams O—83 min. (306)	APRIL IN PARIS (Color) Doris Day Ray Bolger MC—101 min. (209) (Rev. 11/13/52)
Jan. 4	TIMBER WOLF Kirby Grant D—63 min. (5222)										
Jan. 11	THE STAR OF TEXAS Wayne Morris O—67 min. (5332)		I'LL GET YOU George Raft D—79 min. (5206)	THE CLOWN Red Skelton Jane Greer D—91 min. (316) (Rev. 12/24/52)					(Edw. Small) KANSAS CITY CONFIDENTIAL John Payne Coleen Gray D—98 min. (Rev. 11/7/52)	MEET ME AT THE FAIR (Color) Dan Dailey Diana Lynn M—87 min. (307) (Rev. 12/5/52) THE REDHEAD FROM WYOMING (Color) Maureen O'Hara Alex Nicol OD—80 min. (309) (Rev. 12/29/52)	STOP, YOU'RE KILLING ME (Color) Broderick Crawford Claire Trevor C—86 min. (210) (Rev. 12/17/52)
Jan. 18				THE DESPERATE SEARCH Howard Keel Jane Greer D—71 min. (314) (Rev. 11/26/52)		MARSHAL OF CEDAR ROCK Alan "Rocky" Lane O			(John Christian) GUERRILLA GIRL Helmut Dantine D—81 min.		
Jan. 25	TORPEDO ALLEY Mark Stevens Dorothy Malone D—84 min. (5308) (Rev. 12/18/52)	(Feb. Releases) LAST OF THE COMANCHES (Color) Broderick Crawford Barbara Hale O—85 min. (Rev. 12/29/52) TARGET HONG KONG Richard Denning D—66 min. (Rev. 12/29/52)		THE BAD AND THE BEAUTIFUL Lana Turner Kirk Douglas D—118 min. (315) (Rev. 11/19/52) THE HOAXTERS (Special) Doc.—36 min. (319) (Rev. 12/4/52)			NEVER WAVE AT A WAC Rosalind Russell Paul Douglas C—87 min. (Rev. 12/17/52)	(Feb. Releases) NIAGARA (Color) Marilyn Monroe Joseph Cotten D—89 min. (306) TREASURE OF THE GOLDEN CONDOR (Color) Cornel Wilde Constance Smith D—93 min. (308) THE SILVER WHIP Dale Robertson Rory Calhoun O—73 min. (309)	LUXURY GIRLS Susan Stephen D—96 min.			
Feb. 1	TANGIER INCIDENT George Brent D—77 min. (5316)			THE NAKED SPUR (Color) James Stewart Janet Leigh OD—91 min. (318) (Rev. 1/14/53)	(Feb. Release) THE STOOGE Dean Martin Jerry Lewis CD—100 min. (5212) (Rev. 10/6/52)		NO TIME FOR FLOWERS Viveca Lindfors Paul Christian C—83 min. (Rev. 12/2/52)			(Feb. Releases) MISSISSIPPI GAMBLER (Color) Tyrone Power Piper Laurie D—98 min. (310) (Rev. 1/9/53) GIRLS IN THE NIGHT Harvey Lembeck Joyce Holden D—83 min. (311)	THE MAN BEHIND THE GUN (Color) Randolph Scott Patrice Wymore O—82 min. (211) (Rev. 1/5/53)
Feb. 8	THE HOMESTEADERS Wild Bill Elliott O (5323)		THE TALL TEXAN Lloyd Bridges Lee J. Cobb O (5207)				ANGEL FACE Jean Simmons Robert Mitchum D—90 min. (Rev. 12/1/52)				

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 11 NEW YORK, U.S.A., FRIDAY, JANUARY 16, 1953 TEN CENTS

Allied Insists Trade Abuses Be Eliminated

Snaper Says Arbitration Depends on Corrections

If distributors would be willing to sit down and discuss the various abuses alleged by Allied in present trade practices, it is possible that the Allied board would empower a negotiating committee to resume talks leading to a mutually satisfactory arbitration system, Allied president Wilbur Snaper said here yesterday. Snaper returned Wednesday night from the board sessions in New Orleans.

Snaper indicated that Allied's participation in an arbitration plan dependent on the distributors' willingness to clear away the trade practices which the association believes are objectionable. When the distributors agree to the elimination of unreasonable practices, he said, the way will be paved for the resumption of arbitration discussions. Thus, in effect,

(*Continued on page 6*)

New Actors Theatre TV Scale Proposed

A proposed Actors Equity pay scale for the theatre televising of a Broadway show has been submitted to Fabian Theatres executives for their consideration.

An Equity spokesman said that the proposed scale was along the lines set by the American Federation of Radio Artists, which requires payments to talent on the basis of the length of

(*Continued on page 6*)

Set Cinerama for Detroit's Music Hall

Detroit's Music Hall Theatre has set a deal with Cinerama, making it the first of the 25 theatres in which Cinerama is expected to open in 1953, Joseph Kaufman, Cinerama director of exhibition, disclosed here yesterday.

Work will begin at once to convert the 1,800-seater into a Cinerama showcase, Kaufman added, with the precise

(*Continued on page 6*)

Columbia 'Salome' Sales Meet Opens In Chicago Today

CHICAGO, Jan. 15.—Columbia Pictures' international sales and advertising policy meeting on "Salome" will convene here tomorrow at the Drake Hotel, with A. Montague, general sales manager, presiding.



Abe Montague

The two-day sessions on the film, co-starring Rita Hayworth, Stewart Granger and Charles Laughton, will be attended by top home office executives from both the domestic and international divisions, as

(*Continued on page 6*)

Providence Faces A Censorship Law

PROVIDENCE, Jan. 15.—A new law for licensing, regulating, and censoring motion pictures and stage shows will be proposed to the City Council here tonight. It will provide for four specific grounds for action: immorality, indecency, profanity and obscenity.

The city's bureau of Licenses, which

(*Continued on page 6*)

Remove Last Blocks To Naming Grainger

Hollywood, Jan. 15. — The RKO Pictures board of directors were expected to vote approval of the appointment of James R. Grainger to the presidency some time tonight. Minor last-minute obstacles to consummation of the deal, which had been raised yesterday by Republic, to whom Grainger was under contract for three more years, appeared to have been cleared away.

Whether the Grainger appointment would necessitate the retirement of one member of the RKO board, now chairmaned by Hughes, could not be determined in advance of the meeting. J. Miller Walker, vice-president and director, was called here from N. Y. by Hughes today for consultations, and Ned E. Depinet, former president and now company consultant, was reportedly accompanying him.

Gehring Honored on His Anniversary

Co-workers and friends—more than 200 of them—turned out last night to pay tribute to W. C. (Bill) Gehring, executive assistant general sales manager of 20th Century-Fox, upon the occasion of his 35th anniversary with the company. The testimonial, held

(*Continued on page 6*)

UA '52 Gross Up 50% Over Prior Year

Krim Reports Profits Also Show an Increase

By AL STEEN

United Artists' gross volume of business in 1952 increased 50 per cent over the preceding year, rising from $20,000,000 in 1951 to $30,000,000 last year, UA president Arthur Krim disclosed here yesterday. However, he said that the year's ratio of profit would be less than was indicated by the increased gross, but that the net would be larger than 1951's net earnings. He pointed out that rising costs, more expensive man-



Arthur Krim

(*Continued on page 2*)

Reade Sounds Call For Higher Pay

An appeal to executives of all branches of the industry to lift the level of salaries, security and incentive for industry employes was sounded here yesterday by Walter Reade, Jr., president of Walter Reade Theatres.

Reade, in an address at the gradua-

(*Continued on page 6*)

Academy Meets on 4 Majors Non-support

HOLLYWOOD, Jan. 15.—Academy executives were in a meeting tonight considering the course to be taken in face of the decision by four major companies to withhold financial support from the Academy's annual awards activity this year.

In past years the majors have borne about $100,000 of the Academy's

(*Continued on page 6*)

Youngstein's Allied Speech Scored Allied's Policies

Allied State's reaffirmed policy of endeavoring to collect evidence of alleged illegal trade practices on the part of distributors for the purpose either of bringing litigation or obtaining the intervention of government agencies was roundly and frankly scored by Max E. Youngstein, United Artists vice-president, at the annual convention of Gulf States Allied in New Orleans on Tuesday, it was learned here yesterday.

Allied's national officers and members of its national board of directors were present at the time and, stung by the tongue-lashing their policy was given by Youngstein, several of them replied in equally outspoken language.

The U. A. executive, invited to speak by the Gulf States organization, appeared without a prepared talk. He informed the gathering he could speak about "Mother's Day" if that was their wish, or he could speak what was on his mind. Assured that his audience would hear him out, Youngstein

(*Continued on page 6*)

UA's MOULIN ROUGE
"A VERY GREAT PICTURE!"—Louella Parsons
Starring JOSÉ FERRER
Directed by JOHN HUSTON
A ROMULUS Production
Color by TECHNICOLOR

Personal Mention

CHARLES SKOURAS, president of National Theatres, in New York from the Coast, will remain here until after the TOA board meeting, Jan. 25-26.

•

H. B. ALLINSMITH, formerly managing director of Western Electric Co., Ltd., London, has been elected a director and vice-president of Westrex Corp. here, effective March 1, assuming the duties of vice-president D. C. COLLINS, who will retire on Feb. 28. R. E. WARN, manager of the firm's Hollywood division, also has been named a vice-president.

•

MARTIN MOSKOVITZ, 20th Century-Fox New York State division manager, and ALEX HARRISON, home office representative, have returned to New York from Buffalo and Albany.

To Set New Meet of IATSE and AMPP

The postponed meeting between studio union officials and the Association of Motion Picture Producers in Hollywood to discuss the volume of American film production abroad has been tentatively scheduled for next Thursday, Roy M. Brewer, IATSE international representative, who is here from Hollywood, said yesterday.

The studio unions say they are apprehensive about the increasing amount of American film production being done abroad and while they have no objections to the making of films in their natural locales, increased production outside the U. S. for purely economic reasons could result in widespread union unemployment in Hollywood.

Board Recommends SEG Strike vs. ATFP

HOLLYWOOD, Jan. 15.—The board of directors of the Screen Extras Guild voted to recommend to membership that strike action be taken against the Alliance of Television Film Producers, with which negotiations for contract have broken down.

Para. Promotion Men To Jan. 26 Meet Here

Paramount's field promotion representatives have been called here to attend the company's one-week meeting of division and branch managers, which will open Jan. 26 at the Hotel Plaza.

'IA' Office Closed Today

Because of the funeral today of Thomas J. Shea, assistant international president of the International Alliance of Stage Employes, the IATSE New York offices will be closed all day. Shea died Tuesday at the Will Rogers Memorial Hospital in Saranac, N. Y. Rites will be held in Middletown, Conn.

Harris Named Head Of Griffith Circuit

Dallas, Jan. 15. — Harold Harris, vice-president of H. J. Griffith's Theatre Enterprises, and associated with Griffith for some 30 years, has taken over the presidency of the circuit. Griffith steps down as president, but will continue actively as board chairman. Griffith also will devote more time to personal affairs in other fields.

R. J. Payne continues as vice-president and general manager.

Fearing Legion, FWC Cancels 'Limelight'

LOS ANGELES, Jan. 15.—The Fox West Coast circuit has cancelled the Jan. 21 opening of Charles Chaplin's "Limelight" at three of its Hollywood theatres and reportedly has decided not to play the picture anywhere on the circuit unless and until it is approved by the American Legion. The booking is being replaced by 20th-Fox's "Niagara."

Lewis Gough, national commander of the American Legion, issued a statement lauding FWC president Charles P. Skouras, and also Loew's, Inc., for postponing possible showings of "Limelight" until after the Justice Department's final decision on Chaplin's re-entry into the country.

Charles Skouras, head of National Theatres, of which Fox West Coast is a subsidiary, could not be reached here yesterday for comment on the "Limelight" cancellation. United Artists, distributor of the Chaplin picture, said it had no comment to make at this time.

Exhibitors Ready to Aid 'Brotherhood'

Exhibitors throughout the country are ready to back "Brotherhood Week," Feb. 15-20, it was stated here yesterday at a special luncheon-meeting in the Hotel Warwick, called by Sol A. Schwartz, national chairman for the amusement industry's participation on behalf of the 25th anniversary of the National Conference of Christians and Jews.

Speaking before the general committee and honorary vice-chairmen for the industry, Schwartz said that theatres will be the places where patrons will be able to sign up as members. He showed a campaign book which he said will soon be in the hands of every exhibitor. It will be distributed by National Screen Service.

Reserve Judgment On Columbia Suit

New York State Supreme Court Judge Benedict Botein yesterday reserved decision on whether Columbia Pictures' minority stockholder William B. Weinberger of New York should be called upon to post bond in connection with his anti-trust suit against the company.

UA Gross

(*Continued from page* 1)

power and write-offs were responsible for the difference in the profit ratio. The actual net profit, Krim explained, will not be announced; such information is confidential to the UA owner-stockholders.

Krim recalled that in late 1951 he had said that UA's target was the acquisition of the best talent in the independent field so that important pictures could be delivered. Proof that such a goal had been reached was evidenced by the fact that in the various polls of "best pictures," including the New York Critics' Circle, UA had at least four pictures on the lists, with some rosters including as many as six. The winners included "African Queen," "Limelight," "The Thief," "High Noon," and others.

"We gave the independent producers the right kind of soil in which to develop and they have come through," Krim said. "The best talents are gravitating toward the independent field and it is a healthy sign."

Further proof of UA's progress was evidenced at the box-office during the last year, Krim said. Among the eight largest grossing pictures of the year, UA had two "block-busters," he added; these were "African Queen" and "High Noon." The quality of the product already lined up for 1953 is such that the company should have more than two top-grossers when the next money-making list is compiled. Candidates, he said, are "Moulin Rouge," "Melba," "Return to Paradise," "Gilbert and Sullivan," "Raider of the Seven Seas," "The Moon is Blue" and "Crossed Swords."

Sales manager William Heineman, who attended the press parley, said that "High Noon" had been the fastest liquidating picture in UA history, having grossed $2,200,000 in its first 18 weeks of release. Commenting on "Moulin Rouge," Heineman said the picture had out-grossed "African Queen" at the Fox Wilshire Theatre, Los Angeles, by $18,660 in three weeks and that "Queen" had held the theatre's house record. He added that "Rouge" would have a seven-city pre-release engagement, opening either Feb. 11 or 19 in New York, Los Angeles, Boston, Philadelphia, Chicago, Miami and San Francisco.

Krim pointed out that UA delivered all product that was promised last year. He said the company would distribute 36 pictures this year and that 50 per cent of the 1954 schedule had been mapped.

Referring to the recently announced deal whereby UA had arranged a partnership agreement with Italian producers, Krim said that the company would supply the American talent, with the Italians furnishing the financing in liras. Two or three pictures yearly will result from the deal, he said. A report that UA had entered into an agreement for the production of six pictures in Mexico to be made by Edward Nassour was denied. However, he said that UA had more participating and partnership deals currently than ever before.

Final details in the acquisition of Natural Vision's "Bwana Devil" will be completed this weekend, Krim said. The company will have worldwide distribution of the three-dimensional feature.

Other executives who attended yesday's meeting were Robert Benjamin, board chairman; Max Youngstein, advertising-publicity vice-president; Arnold Picker, head of the foreign department, and Charles Smadja, UA manager for Continental Europe, who is here for conferences.

Pledge Support to The New President

Dallas, Jan. 15.—On Tuesday, the Presidential Inauguration Day, the 11 members of the executive board of the Texas Council of Motion Picture Organizations will send a telegram addressed to President Eisenhower at the White House pledging their "resolute efforts in any assignment for which you may find need of us, no matter how large or small."

Dietz, Seadler on Coast for Confabs

HOLLYWOOD, Jan. 15. — Howard Dietz, M-G-M vice-president and director of advertising-publicity, and Si Seadler, advertising manager, arrived here yesterday for several days of studio conferences and screenings. They are due back in New York on Monday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Lana TURNER • Kirk DOUGLAS
Walter PIDGEON • Dick POWELL
"THE BAD AND THE BEAUTIFUL"
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

WARNER BROS.
THE JAZZ SINGER
Color by TECHNICOLOR
Starring DANNY PEGGY
THOMAS • LEE
in person CARMEN CAVALLARO AND HIS ORCHESTRA TOY AND WING Extra LARRY STORCH
PARAMOUNT TIMES SQUARE Midnight Feature

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ANOTHER WARNER SHOWMANSHIP THRILL!

Again a record opening barrage for 'THE JAZZ SINGER'!...Telecast! Broadcast! Pages of newspaper coverage and Broadway traffic tied in a knot at Paramount, N. Y.! Next...Mastbaum, Philly, Jan. 28!

HNICOLOR STARRING DANNY THOMAS · PEGGY LEE

WITH MILDRED DUNNOCK · EDUARD FRANZ
TOM TULLY · ALEX GERRY · ALLYN JOSLYN · HAROLD GORDON

SCREEN PLAY BY FRANK DAVIS & LEONARD STERN AND LEWIS MELTZER

U. S. STARS TOP WORLD IN BRITISH FILM POLL

LONDON, Dec. 26 (Reuters)—Hollywood stars continued their invasion of British movie box offices in 1952 as they placed 14 of the first 20 places in a poll for the year conducted by the London Daily Mirror.

Cecil B. de Mille's "The Greatest Show on Earth" was voted the year's money-maker of the 20 films in the annual poll of 25 provincial cinema exhibitors, organized by the London bureau of the Motion Picture Herald.

Bob Hope was elected for the fifth time in the top of the list of stars, as star of "Son of Paleface" the best box-office draw in Britain's "Ivory Hut" zone. Following Hope in the top ten were Dean Martin, Betty Hutton, Jerry Lewis, [illegible]

Marlo Lanza, James Mason, James Stewart, Doris Day and Humphrey Bogart.

A separate poll for [illegible] was headed [illegible]

Customers' Choice

AWARDS may come and awards may go, but what keeps Hollywood's cameras turning is the cash laid down at the box office by Mr. and Mrs. Moviegoer. And according to the vote they cast in currency, the zany team of Dean Martin and Jerry Lewis has more pulling power than any other stars. The annual poll of exhibitors by the Motion Picture Herald proves it. Here's how public preference shapes up as of now:



MARTIN AND LEWIS PACE AT BOX OFFICE

Comedy Team Named Top Film Money-Makers in Poll—Cooper, Wayne Follow

By THOMAS M. PRYOR

Special to The New York Times.

HOLLYWOOD, Calif., Dec. 25—The comedy team of Dean Martin and Jerry Lewis may not have all of the professional critics cooing for them all of the time, but they are the fair-haired boys of 1952 in the judgment of several thousand motion-picture theatre operators.

The zany funsters, who broke into the movies three years ago, have taken first position among the ten top box-office stars of the year in the twenty-first annual polling of exhibitors by the Motion Picture Herald to determine the box-office drawing power of film personalities.

Second place went to Gary Cooper, who shares with Bing Crosby the distinction of having been included in the top ten for thirteen consecutive years. John Wayne, holder of the No. 1 spot in 1949 and last year, placed third. He was followed, in the order listed, by Crosby, Bob Hope, James Stewart, Doris Day, Gregory Peck, Susan Hayward and Randolph Scott. Miss Hayward is the only newcomer to the list. She held nineteenth place last year.

In 2d Place Last Year

Martin and Lewis, who took second place in 1951, have seven pictures to their credit since their debut in "My Friend Irma." The first of their comedies for next year's release, "The Stooge," will have its formal Hollywood premiere next week.

Roy Rogers and Gene Autry still are the two ranking figures among the Western stars. Rogers is in first place for the tenth consecutive year and Autry came in second for the fifth year in a row. The eight other leaders, according to votes received, are Rex Allen, Bill Elliott, Jim Hutt, George Montgomery, Hayden Rorke, Smiley Burnette, Dale Evans, Charles Starrett and Allan (Rocky) Lane.

Players Tops ovie Box Offices



Dean Martin (top) and his Jerry Lewis. Trigger, with Roy Rogers up.

and Lewis, Roy Rogers t Crosby, Hope, Stewart

By ALINE MOSBY,
United Press Staff Writer.

OOD, Dec. 26.—Holly- after holding the winning spot two and out, today television years in a row.

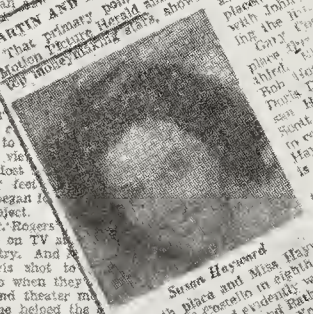
hurt movie stars. The Next came Bing Crosby top money-makers in the Hope, also previous winners, followed son's theaters were three video art, Doris sayers—Dean Martin, Jerry Lewis Susan and Roy Rogers.

Messrs. Martin and Lewis, who've been movie stars three years nosed out Gar and John Wayne fo of bringing in m celpts than Hollywo

MARTIN AND LEWIS LEAD MAJOR THEATER POLL

That primary poll, annually awaited, which is taken by Motion Picture Herald among exhibitors of the country on the top money-making stars, shows Dean Martin and Jerry Lewis as the overall leaders. They placed second in the 1951 poll, with John Wayne then heading the [illegible]. Gary Cooper is in second place for the years with Wayne third. Bing Crosby, fourth, Bob Hope, James Stewart, fifth, Doris Day, Gregory Peck, Susan Hayward and Randolph Scott following in that order to complete the first 10. Miss Hayward, it might be noted, is new on this list.

The circuit group of theaters named Esther Williams as No. 10 rather than Scott, but the independents put Scott in 10th, and also included



Susan Hayward

in ninth place and Miss Hayward in 11th. Abbott and Costello in eighth place instead of Miss Hayward evidently won her high rating with Paramount Pictures as "David and Bathsheba" and "I Can Get It for You Wholesale." Miss Hayward also starred in "The Snows of Kilimanjaro" and [illegible] In the year to register

CINEMA

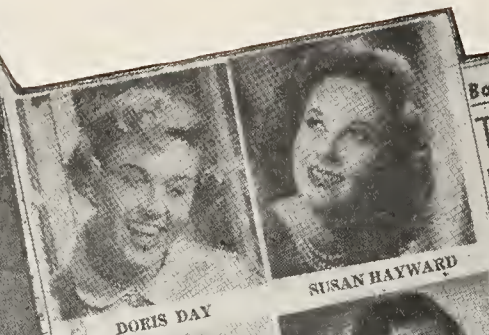
Top Draws

To a theater owner, the top stars in cinema are the ones who bring in the most customers. Last week, Motion Picture Herald announced its annual list of the top box-office draws for 1952:

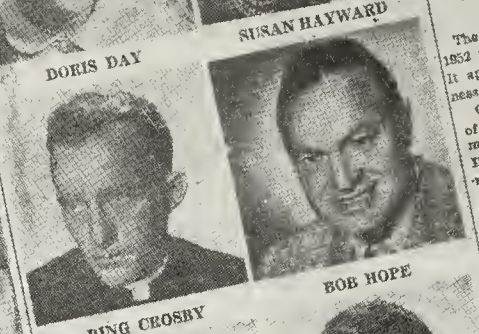
1) Dean Martin & Jerry Lewis (after only three years of moviemaking, they hit second place in 1952)
2) Gary Cooper (among the top ten for 13 years)
3) John Wayne (No. 1 in 1949 and 1951)
4) Bing Crosby (No. 5 last year, like Cooper, among the first ten for 13 years)
5) Bob Hope
6) James Stewart
7) Doris Day
8) Gregory Peck
9) Susan Hayward (among the top ten for the first time, she was 19th last year)
10) Randolph Scott

Among cowboy stars, Roy Rogers ranked first (for the tenth consecutive year), Gene Autry second.

Circle [illegible] for 1952



DORIS DAY SUSAN HAYWARD



BING CROSBY BOB HOPE



GARY COOPER GREGORY PECK



MARTIN AND LEWIS JOHN WAYNE



JAMES STEWART RANDOLPH SCOTT

The Box Office Champions of 1952 Movies

Box Office Champs Top Awards For 1952

Males Take 8 Of 10 Places

By BOB THOMAS

The boxoffice champions of 1952 were announced this week. It appears that the movie business is still a man's world.

Of the top 10 winners of poll of theater men, eight are males. Only two gals—Doris Day and Susan Hayward—managed to crack the exclusive club. Day placed seventh and Hayward ninth.

Let's look at the males who won. Three selections come in the musical comedy field—Martin and Lewis, Bing Crosby and Bob Hope.

The other five—Gary Cooper, John Wayne, James Stewart, Gregory Peck, Randolph Scott—are largely identified with door epics.

WANT ESCAPISM

That would indicate the current tastes of movie [illegible] They appear to want [illegible] —music, comedy and [illegible] adventure. And when [illegible] calls for such [illegible] ladies are bound [illegible]

Female stars [illegible] chance in music [illegible] rapid rise of D[illegible] also known [illegible] movies offer [illegible] in comedy. V[illegible] screen star[illegible] been actress[illegible]

And the[illegible] a loss w[illegible] ture. Th[illegible] vide ro[illegible] the he[illegible] stalw[illegible]

P[illegible]

te[illegible]

MONEY-MAKERS: According to the annual poll of exhibitors by the Motion Picture Herald, the 10 top money-making stars are Martin and Lewis, Gary Cooper, John Wayne, Bing Crosby, Bob Hope, James Stewart, Doris Day, Gregory Peck, Susan Hayward and Randy Scott (in the order named)...only two gals, huh? ...that's surprising...

Martin And Lewis Most Theater Cus

HOLLYWOOD, Dec. 23 (AP)—At the boxoffice, where money makes the music that Hollywood loves, the favorites are Dean Martin and Jerry Lewis.

The zany comics, in their third year in pictures, hit the top in the annual poll of movie exhibitors by the trade magazine, Motion Picture Herald. They were second last year.

John Wayne, who led the parade for 1950 and 1951, skipped to third behind Gary Cooper, who appears in the top ten for the 13th time, a record shared with Bing Crosby. Cross shares with no one the record of five consecutive first places, from 1944 through 1948.

AFTER THE FIRST four, in order, are Bob Hope, James Stewart, Doris Day, Gregory Peck, Susan Hayward, and Randolph Scott. Miss Hayward is the sole newcomer.

Most notable absentee is Betty Grable, third last year, 20th this season. Suspensions in a running row with her studio are chiefly responsible.

The ratings combine the votes of independent and circuit, or chain theater, exhibitors. The poll is based solely on the revenue from ticket sales.

After the to[illegible] the order[illegible] Abb[illegible] Esther William[illegible] Betty Hutton, Alan Ladd, Humphrey Bo[illegible] Granger, Betty [illegible] Skelton, Jeff Ch[illegible] Lanza, Burt La[illegible] and Kilbride.

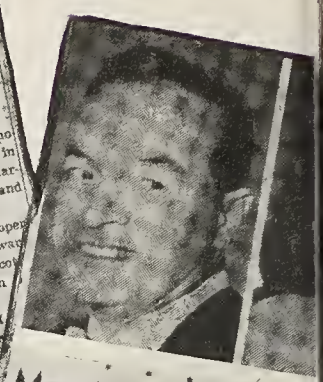
THE MAGAZIN[illegible] Canadian and Briti[illegible] Among internationa[illegible] is the way they rate Canada—Martin Hope, Day, Crosb[illegible] Granger, Cooper, Wi[illegible] ton, and Bogart. Great Britain—Ho[illegible] Hutton, Martin an[illegible] Wayne, Lanza, Jame[illegible] Stewart, Day, Bogart.

THEY WANTED

That was when the public was intrigued with the stories of romantic. But the war changed all that.

The return to realism did away with romance and brought audiences back to hard facts. And so the gals have to take a back seat to the clowns, crooners and rugged heroes.

But who knows?—the [illegible] men may have their [illegible]



Hollywood Sta U.K. Star Choi

LONDON, Dec. 29 [illegible] Britain's ranked Comedian movie industry and nine other Hollywood [illegible] as this country's top [illegi] tional box office attractions [illegible]

It was a clean sweep for t[illegible] Americans—not a single sta[illegible] under British or European con[illegible] tract showed among the "big to[illegible] moneymakers.

TOP HUXORN for pulling in [illegible] customers also went to an Amer[illegible] ican film, "The Greatest Show [illegible] on Earth," starring Betty Hut[illegible] der Bob Hope. British film[illegible] ors yesterday listed re[illegible] ican film, "The Greatest Show[illegible] on Earth," starring Betty Hut[illegible] der Bob Hope. British film[illegible] ors yesterday listed re[illegible] ican Martin and Jerry [illegible] Gregory Peck, Betty [illegible] Wayne, Mario [illegible] Mason, James [illegible] Day and Bum[illegible]

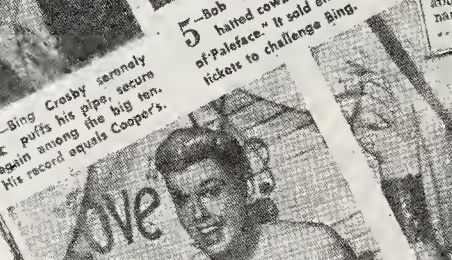
HOLLYWOOD IN REVIEW

Theater Men List Best Box-Office Stars



4—Bing Crosby serenely puffs his pipe, secure again among the big ten. His record equals Cooper's.

5—Bob Hope, a high-hatted cowboy in "Son of Paleface." It said enough tickets to challenge Bing.



6—Jerry Lewis, [illegible] Martin, [illegible] Wayne, [illegible] Crosby, [illegible] Stewart, [illegible] Peck, [illegible] Hayward [illegible] Randolph [illegible] Scott [illegible] Gary [illegible] Cooper [illegible]

7—Delectable songstress Doris Day increased in power as a [illegible] '52. Betty Grable slipped.

8—His memorable performance in "David and Bathsheba" probably helped keep Greg Peck up there last year.

9—Siren Susan Hayward makes many a man leave home to attend the movies. The list of Western stars is headed this year by Roy Rogers—for the tenth time.

10—Randy Scott in a familiar role. Notably absent from the big list was oscar-winner Jane Wyman.

...nd this is FAME ☆ ☆ ☆ ☆ ☆

Shown here, in about half size, are examples of reports to the public by leading newspapers and multi-million circulation magazines of the nation during the past few days.

It would take all the pages of many issues of the *Herald* to reproduce in full size the clippings from all the hundreds of newspapers and magazines of the world which base reports and various kinds of articles on FAME's data during the course of a year.

Each year, the effective circulation coverage to the public of the findings of FAME become greater —a service of incalculable value to the entire industry. And this year, when the forthcoming 21st annual issue of FAME reaches a record number of key people and public "opinion-makers", a new feature in FAME will play an important part in stimulating a trade AND public "upbeat" attitude toward the motion picture industry.

Quigley Publishing Company is gratified by the industry's pride in its de luxe annual publication. The coming edition of FAME will reach a new peak of constructive service——in the interests of all concerned.



At left, two of the pages in January 13th, 1953 issue of LOOK magazine *(reaching over twenty million readers).*

WB Makes Extended Run Bid on 'Jazz'

Chicago, Jan. 15.—Warner Brothers have gone into Federal District Court here, asking for an extended running time on "The Jazz Singer."

Provisions of the Jackson Park decree limit first Chicago runs in RKO and Balaban and Katz theatres to two weeks, unless specific permission is granted by the court for additional running time in the case of an exceptional picture.

Allied Insists

(*Continued from page* 1)

Snaper laid the future of arbitration in the laps of the major companies.

While the distributors have refused to agree to the arbitration of film rentals, actually they have conceded a willingness to do so by their agreement to arbitrate such issues as clearance, runs, pre-releases, etc., as those factors involve the establishment of rentals, Snaper said. Money is involved in all such practices, he added.

Snaper made it clear yesterday that arbitration was dead as far as Allied was concerned unless the distributors corrected existing abuses alleged by the association.

Academy Meets

(*Continued from page* 1)

awards function costs, sharing expenses among them. Last Monday, it became known today, Warner Brothers, Universal - International, Columbia and Republic representatives attending the regular monthly meeting of the Association of Motion Picture Producers, voted against making such a contribution this year. M-G-M, 20th Century-Fox and Paramount voiced their intention to continue as in the past. RKO Radio was not represented, but is expected go along.

Reade Sounds Call

(*Continued from page* 1)

tion exercises of the Associated Motion Picture Advertisers' Showmanship Classes at the Hotel Piccadilly, said the industry must make it attractive for young men to enter the motion picture field.

Dr. Carl Ettinger, who was the coordinator for the 12-week course, expressed hope that the school would continue and expand. AMPA president Harry K. McWilliams received a scroll in appreciation of his work in organizing the 12-session course.

Gehring Honored

(*Continued from page* 1)

at Toots Shor's here, also launched "Bill Gehring Week" throughout the 20th-Fox sales organization.

Charles Einfeld, vice-president in charge of advertising-publicity, was toastmaster, pinch-hitting for distribution director Al Lichtman, who was unable to attend because of illness. Company president, Spyros P. Skouras, and others, lauded the honored guest.

The committee handling the event was composed of Edwin W. Aaron, Arthur Silverstone, Alex Harrison, Herman Wobber, Harry Ballance, Moe Levy, Martin Moskowitz, Glen Norris, Peter Myers, Tom McCleaster and Roger Ferri.

Reviews

"The Sea Around Us"

(RKO Radio) *Hollywood, Jan. 15*

THIS MAY WELL BE the best documentary ever produced. Certainly it is one of the most directly exploitable documentaries, equipped as it is with both a title currently high in public interest and with readily quotable statistics which the film supports. All of which is not meant to imply that "The Sea Around Us" can stand alone on a single-feature program in a standard theatre, or that it is intended to, but does mean that it figures to carry more mediocre top-features to financial success than any secondary feature in recent memory. No matter how bad the main feature, the customers are going to be talking about "The Sea Around Us," and they'll be telling the people they talk to they had better go see it.

"The Sea Around Us" is based on the book of the same name by Rachel I. Carson which headed the non-fiction division of the best-seller lists for over a year, was condensed by *Reader's Digest* and, by and large, made book history without precedent. The book was a supremely well written description of marine life—75 categories of it—which science knows only fairly well and plain people hardly at all. The film, by producer Irwin Allen, who also wrote the continuity and commentary, is a supremely well organized presentation of 64 of the book's 75 categories in motion pictures (the print is by Technicolor), assembled from many sources and edited with discernment and skill. Statistics of the undertaking, useful in the promotion of the attraction, include: 6,000 pieces of correspondence with 2,341 colleges, biologists, oceangraphers, etc., leading to the screening of 1,622,362 feet of film to be edited down to 5,552 feet in the final print.

The fame of the Carson book is a sounder base on which to build a promotion campaign than most documentaries come to market with. The picture lives up to it in full measure. Under proper merchandising it can run up a proportionate success.

Running time, 61 minutes. General audience classification. Release date, April 22.

WILLIAM R. WEAVER

"Girls in the Night"

(Universal-International)

FROM THE STANDPOINT of straight entertainment, "Girls in the Night" meets the requirements, but there may be some question as to whether the object-lesson which the picture apparently strives to put over has been achieved. It may be the opinion of some observers that the picture accepts juvenile delinquency rather than indicts it. On the other hand, the picture could be interpreted as one that attempts to show that environment is one of the strongest factors in the delinquency problem. Because of these controversial issues, the avenue is open for some smart showmanship in attracting public interest.

The locale is the lower East Side of New York. It is the story of a family which seeks to move from the squalor of the neighborhood to the greener fields of Long Island. The ambition is almost realized when the head of the family, played by Anthony Ross, gets a promotion in his job at a warehouse, but an accident prevents the move. Meanwhile, his children get embroiled in neighborhood feuds, romances and, eventually, crime. An attempt to rob the hut of a fake blind man results in murder of the beggar before the robbery can be accomplished, but Ross' son, played by Harvey Lembeck, and his girl friend, Joyce Holden, successfully find the hidden money in the hut without knowing that there has been a murder. The murderer eventually pays for his crime in an exciting chase and Lembeck returns the stolen money. Lembeck is given a suspended sentence, but the others involved in the crime apparently are not punished for their participation.

The picture has suspense, a sprinkling of comedy and some heavy doses of dramatic action. Standouts in the cast are Glenda Farrell as the mother of the brood and Jaclynne Greene as "Ugly," a hanger-on among the neighborhood kids. Produced by Albert J. Cohen and directed by Jack Arnold, the story and screenplay were written by Ray Buffum.

Others in the cast are Glen Roberts, Don Gordon, Susan Odin and Patricia Hardy.

Running time, 83 minutes. General audience classification. For February release.

AL STEEN

Set Cinerama

(*Continued from page* 1)

opening date to be early in April, depending upon the completion of engineering and architectural work.

Zeb Epstein, formerly managing director of Warner Brothers Broadway Theatre here, will go to Detroit to manage the engagement of "This Is Cinerama" in that city.

'Gambler' Benefit

MEMPHIS, Jan. 15.—The benefit premiere of Universal-International's "The Mississippi Gambler" at the Malco Theatre here last night raised a record $20,000 for the local Variety Club Tent No. 20's proposed home for convalescent children.

Hold Services for Jesse Bridgham, 76

BOSTON, Jan. 15.—Funeral services here held for Jesse W. Bridgham, 76, prominent theatre owner. Bridgham operated theatres in Maine, New Hampshire and Vermont since 1925. He was also in the real estate business with extensive holdings in Maine, New Hampshire and Florida.

Services for Mrs. Charnas

CLEVELAND, Jan. 15.—Funeral services were held here yesterday for Mrs. Sarah Charnas, widow of Morris Charnas, former head of Standard Film Co. who died here on Monday. She is survived by a daughter, Mrs. Jean Rosenschein, and three sons, Harry L. of Los Angeles, and Philip and Nat of Toledo, all in the film industry.

Col. Meet

(*Continued from page* 1)

well as all domestic branch and division managers and key supervisors of Columbia Pictures International Corp.

A cocktail party will be given tomorrow for International delegates, which will be followed by dinner and a special screening of "Salome."

Paul N. Lazarus, Jr., will outline advertising and promotion plans on Saturday morning, while Montague in the afternoon will detail sales plans.

Heading the delegation from the home office is executive vice-president Jack Cohn. Other executives attending, in addition to Montague and Lazarus, are: Rube Jackter, assistant general soles manager; Louis Astor, Louis Weinberg, Irving Wormser and George Josephs, sales executives; Maurice Grad, short subjects sales manager; H. C. Kaufman, manager of exchange operations; Howard LeSieur, director of advertising, publicity and exploitation, and George Berman, assistant manager of exchange operations. Harvey Harnick, sales manager of Columbia Pictures of Canada, will represent that territory.

Attending from Columbia Pictures International Corporation is Joseph A. McConville, president, among others.

Youngstein

(*Continued from page* 1)

launched at once into Allied's policy, asserting that if it is intended to frighten distributors it will not succeed, and if its purpose is to put distributors out of business, then it is time for Allied members to pause and think. If you are succesful, Youngstein asked, where will your product for your theaters come from? Where will the exhibitor be?

Theatre TV Scale

(*Continued from page* 1)

the show. The spokesman declined to give any details, explaining that bargaining would most likely continue. However, the basis of the proposed pay scale represents a departure from Equity's previous position, which called for a week's salary as a minimum to every member of the cast for an hour's rehearsal or an hour's theatre telecast. It was this position, a policy pursued by Equity for the home telecasts of Broadway shows, which bogged down plans by Fabian last summer to theatre telecast "A Night in Venice" from Jones Beach, L. I., into the Warner Theatre here as an experiment.

Leo Rosen, theatre television director for Fabian, who conducted the preliminary negotiations with Equity, could not be reached for comment. From other sources, it was learned that Fabian has a number of Broadway plays in mind for possible theatre TV programs.

Censorship Law

(*Continued from page* 1)

last week refused to license a production of "Tobacco Road," operates under the broad provisions of a state law. The show played for a week without a license under protection of a Superior Court restraining order.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 12 NEW YORK, U. S. A., MONDAY, JANUARY 19, 1953 TEN CENTS

Loew's Income For '52 Put At $4,692,806

Represents $3,111,564 Drop Compared to '51

Loew's, Inc., reported a net income for the fiscal year ended Aug. 31, 1952, of $4,692,806 equivalent to 91 cents per share compared to $7,804,370, equivalent to $1.52 per share in the previous year. The net income, it was explained in the annual report to stockholders, disclosed at the weekend, represents income after depreciation, taxes, adjustments of prior years' tax reserves and all other deductions. Net income dropped $3,111,564 in 1952 compared to the previous year.

In a corresponding report for the 12 weeks ended Nov. 20, 1952, net operating profit after Federal taxes was listed at $332,206, compared to $1,574,063 for the same period in 1951. In the 12-week 1951 period, additional realized income from foreign countries

(*Continued on page 7*)

Admission Tax Income Trend Is Downward: U. S.

WASHINGTON, Jan. 18.—The Treasury Department today reported the steady growth of Federal general admission tax collections through the 1946-47 fiscal year, and the steady slump ever since. If the Treasury's estimate for the current year, ending June 30, turns out correct, 1952-53 collections will be the lowest for any year since 1944-45.

The treasury lists general admission tax collections for every fiscal year since 1929-30. In that year, the tax totaled $5,419,000. Collections fell

(*Continued on page 7*)

Rep. Clardy Favors 'Red' Investigation

WASHINGTON, Jan. 18.—Rep. Kit Clardy (R. Mich), who will be one of the two new members of the House Un-American Activities Committee, said he was not at all satisfied with the job the film industry has done to clean house of Communists and that he favored reopening the Committee's Hollywood investigation.

Clardy said he had gone to California some time ago to get material

(*Continued on page 7*)

Legion's Praise for Dodging 'Limel't' Is Dodged As Well

Coast newspaper reports last Friday quoted Lewis Gough, national commander of the American Legion, as lauding Charles Skouras and Loew's circuit officials for cancelling bookings of Charles Chaplin's "Limelight." In New York the same day both Skouras and Loew's disavowed any claim to the Legion's plaudits.

Skouras declined comment, saying he was wholly unfamiliar with the incident.

Said Oscar Doob of Loew's: "We didn't cancel 'Limelight' because we hadn't booked it."

United Artists officials confirmed Doob's statement. They said after conducting extended but unsuccessful negotiations with Loew's a deal was made with RKO Theatres for "Limelight" here. Bookings of U.A. product by the latter are rare in New York, the U.A. releases ordinarily going to the Loew's circuit.

RKO Theatres' officials dodged any credit that might be directed at them for defying the Legion's pressure campaign against the Chaplin picture.

(*Continued on page 7*)

Isaac Leaving Loew's For Cinerama Post

Lester B. Isaac on March 9 will become assistant general manager of theatre operations in charge of technical services for Cinerama Production Corp., working with general manager Joseph Kaufman on plans to extend the new medium to at least 25 key cities during the year. He will continue at Loew's until March 6.

Isaac has been director of visual and sound projection for Loew's, which he joined in 1926. During World War II, he was consultant to the Office of Strategic Services. For many years, he was an official of Local 224, IATSE and played a prominent part in the development of sound and projection equipment.

Loew's Divested 11, Stockholders Told

Loew's current report to stockholders discloses the divorcement of 11 theatres as required under the consent decree which provided for the divestiture of 24 theatres, 12 to be divested by Feb. 6, 1953, and the remainder by Feb. 6, 1954.

A T & T'S THEATRE TV MORE COSTLY

Pre-Release Policy, Starting at Easter, Is Set for 'Salome'

CHICAGO, Jan. 18.—Columbia's sales policy for "Salome," the Rita Hayworth-Stewart Granger starrer in color by Technicolor, calls for competitive bidding for pre-release engagements at "qualified" theatres in cities of 75,000 or more population beginning around Easter, the company announced following its two-day international sales meeting on the picture, which was concluded at the Drake Hotel here yesterday.

Screenings of the picture, described as the most costly ever made or distributed by Columbia, will start about Feb. 1 in all Columbia exchanges and bids will be received thereafter. The bids, the company said, should include: the minimum dollar guarantee to Columbia; the terms offered—Columbia states that it desires a first week participation of 50 per cent minimum; percentages for subsequent

(*Continued on page 7*)

Prince RKO Sales Manager in South

David Prince, Southeastern district manager for RKO Radio, has been appointed field divisional sales manager for the entire South in a reorganization of the company's field distribution setup, it was announced at the weekend by Charles Boasberg, general sales manager.

The new post was created by the abolition of RKO's North-South division which Boasberg formerly headed. He will continue to supervise personally the Metropolitan district of that now defunct division, with the Southern portion going to Prince and

(*Continued on page 2*)

Hovell Rites Today; Was Century's Head

Funeral services will be held this morning in St. Paul's Episcopal Church in Brooklyn for Albert A. Hovell, president of the Century Circuit here, who died Thursday in University Hospital.

Hovell, who was 75, was a senior partner in the law firm of Hovell, Clarkson and Klupt and president and director of several real estate firms.

Film Industry Can Form Facilities More Cheaply, Television Experts Say

By J. A. OTTEN

WASHINGTON, Jan. 18.—Film industry theatre television experts say that a careful study of cost data recently furnished by the American Telephone and Telegraph Co. indicates that the industry can set up and operate its own facilities far more cheaply than it can rent service from the phone company.

At first glance, the A. T. and T. figures showed the phone company service much cheaper. Industry experts say closer scrutiny shows this to be far from the case.

The issue is of crucial importance, because much of the industry's case for exclusive theatre TV channels rests on the argument that A. T. and T. service is too expensive. The

(*Continued on page 2*)

Film Councils Open Three-Day Meeting In N.Y. Tomorrow

A three-day conference of representatives of motion picture councils from all parts of the country will get under way here tomorrow at the Museum of Modern Art, with some of the discussions to be held at the Hotel Gotham. A full program of activities, including screenings of important pictures and the viewing of "This is Cinerama," has been arranged for the more than 70 film council delegates whose groups have been supporters of the motion picture industry for many years. The conference

(*Continued on page 7*)

Awards Undimmed by Funds Cut: Academy

HOLLYWOOD, Jan. 18.—The Academy of Motion Picture Arts and Sciences' board of governors has issued a statement asserting that the withdrawal of financial support from the annual awards function by three major companies will not be allowed to prevent carrying out the annual awards custom, although possibly on a lesser scale.

In the last few years, eight majors have jointly contributed about $100,000

(*Continued on page 7*)

Personal Mention

JAMES A. MULVEY, president of Samuel Goldwyn Productions, is expected back in New York today from the Coast.

•

ROY BREWER, IATSE international representative in Hollywood, left here for the Coast on Saturday. RICHARD WALSH, IA president, is scheduled to leave for Hollywood today or tomorrow.

•

MARTIN DAVIS, Samuel Goldwyn Productions assistant director of advertising-publicity, returned to New York over the weekend from Philadelphia and Pittsburgh.

•

HERB STEINBERG, Paramount publicity director here, formally received his honorable discharge from the U.S. Army at the weekend. He was a captain.

•

DAVID GOLDING, Samuel Goldwyn Productions advertising-publicity director, returned to New York from Chicago at the weekend.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, and his assistant, BERNARD LEVY, are in Chicago today, en route to the Coast.

•

GEORGE TOBIN, vice-president in charge of production for Huntington Hartford Enterprises, is in New York from the Coast.

•

NORMAN Z. MCLEOD, director, will arrive here from Hollywood by plane this week.

D. of C. Owners to Attend Virginia Meet

RICHMOND, Va., Jan. 18.—The Virginia Motion Picture Theatre Association will take over all facilities of the Chamberlain Hotel here for its annual convention and trade show, to be held May 5-7.

Convention co-chairmen Syd Gates and Leonard Gordon, association president Sidney L. Bowden, and executive secretary Carlton Duffus met at the hotel last week to map plans.

It was decided that the scope of the convention be enlarged to cover the entire Washington, D. C. area, and invitations are extended to all exhibitors in the District and Maryland. In addition to general meeting rooms for all exhibitors, there will be separate rooms provided for Maryland and District private meetings.

Bryam Leaving Para.

The resignation of John Byram as play editor of Paramount Pictures was announced here by Russell Holman, Eastern production manager, effective Feb. 1. Byram, who has been with Paramount for 20 years, plans to enter theatrical production. Prior to joining Paramount, he was dramatic editor and assistant dramatic critic of the *New York Times*.

A T & T, Theatre TV

(*Continued from page* 1)

theatre TV hearings get under way before the full Federal Communications Commission Monday, Jan. 26.

On Monday, A. T. and T. told the Commission it would argue that it could integrate its theatre TV transmission service with its other services in a manner which will make possible important economies in operation and engineering. It said it could set up three theatre TV networks covering nine Eastern cities at a construction cost of $4,400,000 and with an annual operating cost of $1,050,000.

The industry had estimated $5,450,000 as the construction cost and $2,420,000 as the annual operating cost for the first three years for a system of three networks covering eight Eastern cities.

Those figures would seem to give the nod to A. T. and T. but film industry officials say three factors make the comparison erroneous.

In the first place, they say, the A. T. and T. figures on construction costs cover only the inter-city service, not the intra-city service. The industry figures cover both. If intra-city costs were added to the A. T. and T. figures or if they were excluded from the industry figures, it was declared, the industry costs would be just as cheap if not cheaper than the phone company's.

Secondly, the industry officials say, the A. T. and T. figures cover only the cost of constructing whatever facilities are needed, over and above existing facilities. They do not include the cost of existing facilities which will be used in the theatre television networking.

It is argued that in the New York to Washington area, covered by the cost figures, A. T. and T. has extra facilities and so may make some savings over what the industry would have to lay out. But, the industry officials continue, in most sections of the country A. T. and T. would not have any excess facilities and would have to build from scratch, just as the industry would. Taking this into account puts the industry costs in a in a much better light, it is asserted.

Finally, the film industry spokesmen declare, the A. T. and T. operating cost figures are based on long 15 or 20 year amortization periods, which mean the costs will continue at that level for a long time. The industry figures have a three-year amortization, which means operating costs will be high for those three years but will drop sharply for later years.

"We're still studying their figures, and may have some more criticisms by the time the hearings start," says one official. "But even this quick study confirms our argument that we can put in the facilities more cheaply, can operate them a little cheaper to start with, and then, after the amortization period, our costs will drop to only a fraction of theirs."

Working Data

A. T. and T. told the Commission it was working on additional cost data to present at the hearings. The industry officials said that after they complete their study of the phone company's initial data, they might ask the Commission to require A. T. and T. to file complete information shortly, or might wait and bring out the information by cross-examining phone company witnesses.

Theatre TV Hearings To Last Until March

WASHINGTON, Jan. 18.—The Theatre television hearings which resume before the Federal Communications Commission on Jan. 26 will run well into March, according to industry lawyers.

They made this prediction on the basis of discussions at a pre-hearing conference Friday, among attorneys for the various parties. The hearings are not expected to run consecutively; the Commission will want to take breaks from time to time.

In other theatre TV developments over the week-end:

American Telephone and Telegraph Co. told the Commission it would not have any additional cost data ready by the 26th but definitely would have it ready by the time A. T. and T. witnesses take the stand late in that week.

Western Union Telegraph Co. asked the Commission to enlarge the scope of the hearings to include the much-debated issue of inter-connection with A. T. and T. facilities.

Universal Heads to Meet on the Coast

Milton R. Rackmil, president of Universal Pictures, will leave New York today for Hollywood for production meetings with studio executives.

Among those with whom he is scheduled to confer are N. J. Blumberg, chairman of the board; William Goetz, in charge of production; Alfred E. Daff, executive vice-president who has just reached Hollywood after a four-week global trip; Edward Muhl, vice-president and general manager of the studio, and David A. Lipton, vice-president in charge of advertising and publicity.

Robert Palmer, studio talent head, who has been in New York during the past two weeks, will accompany Rackmil to California.

Tri-Opticon Breaks Boston House Record

BOSTON, Jan. 18.—The first week of Tri-Opticon three-dimensional subjects at he Pilgrim Theatre here is expected to gross between $28,000 and $30,000, according to the management. The opening day, Thursday, broke all house records, rolling up a gross of $3,000.

Tri-Opticon in Denver

Next Tri-Opticon tri-dimensional opening is scheduled for Wednesday at the Tabor Theatre in Denver.

New Suit vs. RKO Pictures

WASHINGTON, Jan. 18.—A second minority stockholders suit in the name of Sidney Schwartz has been filed against RKO Pictures and Howard Hughes in New York Supreme Court, the Securities and Exchange Commission was informed here at the weekend.

The suit, filed Nov. 19, 1952, accuses Hughes and RKO Pictures officers and directors of "mismanagement" and seeks an accounting of possible damages from Hughes. The action is similar to the suit filed in behalf of three minority stockholders in the same court by attorney Louis Kipnis.

The number of shares owned by Schwartz and his residence was not given.

Williams Leaving 20th to Join Ziv

Phil Williams has resigned as assistant to the director of television for 20th Century-Fox here to join Ziv Television Productions in Texas. The resignation becomes effective Jan 31 and he will assume his position as Ziv account executive on Feb. 16.

Williams, who for 15 years was with Time, Inc., in various advertising and sales positions for *Fortune* and March of Time, resigned last May as MOT theatrical sales manager to accept a home office sales executive post with 20th-Fox. He was named assistant to the television director on Jan. 7.

Williams has been active on committees of advertising associations and was a vice-president of Associated Motion Picture Advertisers.

Prince Manager

(*Continued from page* 1)

the Northern part, Canada, to Walter Branson, assistant general sales manager, who also heads the Western division.

Prince, who joined the company in 1940, will continue to have headquarters in Atlanta. His new territory will include the branch in that city and in Charlotte, New Orleans, Dallas, Memphis, Oklahoma City and Jacksonville, the latter to be opened shortly.

Nat Levy continues as Eastern division sales manager.

Charles Levy Leaves On 'Pan' Promotions

Charles Levy, Eastern publicity director for Walt Disney Productions, left New York over the weekend on a tour of key cities where pre-release openings of "Peter Pan" have been set by RKO Radio to follow the world premiere on Feb. 5 at the State Lake Theatre in Chicago.

Levy, with the assistance of RKO field exploitation representatives, will set up a preliminary promotion campaign in each city.

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A STATEMENT FROM COLUMBIA PICTURES ON ITS SALES POLICY FOR THE SCREEN ACHIEVEMENT OF 1953

RITA HAYWORTH

STEWART GRANGER

IN

SALOME

CO STARRING

CHARLES LAUGHTON

WITH

Judith ANDERSON · Sir Cedric HARDWICKE · Arnold MOSS

Alan BADEL · Basil SYDNEY · Maurice SCHWARTZ

AND A CAST OF THOUSANDS

COLOR BY

Technicolor

Screen Play by HARRY KLEINER · Produced by BUDDY ADLER · Directed by WILLIAM DIETERLE

A BECKWORTH CORPORATION PRODUCTION



"SALOME" is, by any measure, the most costly motion picture Columbia has ever produced or distributed. In its multi-million dollar negative, however, is beauty and spectacle and drama enough to justify an even more fabulous expense. And now, with plans finalized for an advertising and promotional campaign representing an additional $1,000,000 expenditure "SALOME" looms large as the most significant event on the motion picture horizon.

With its glittering cast, it tells the dramatic story of the beginning of Christianity. No better time could be chosen for its first launchings, therefore, than the Easter season. It is for that





reason that, in certain selected key city first runs, the pre-release of "SALOME" will begin at Easter.

We are fully aware that it is, by law, neither our right nor our function to fix admission prices. That prerogative belongs solely to the exhibitor. Our sales organization has received firm and explicit instructions to that effect.

However, we also recognize the fact that, in the recent past, pictures of similar scope and stature have done extremely well in situations where the exhibitor has voluntarily presented these super-attractions at increased prices. We believe that "SALOME" offers the exhibitor the same opportunity.





In order to prove the power of "SALOME" to the great mass of exhibitors prior to the general release of the picture, we shall limit the pre-release engagements to qualified theatres in cities of 75,000 population or more, which shall be selected competitively based on their offers. "SALOME" will be available for screening at all Columbia Exchanges on or about February 1. Immediately thereafter, we shall welcome, from qualified situations, offers which, for proper evaluation, should include:

1. Theatre's name and Exhibitor's name
2. Minimum dollar guarantee to Columbia
3. Terms (We desire a first week participation of 50% minimum. Percentages for subsequent weeks should also be specified)
4. Minimum length of run guarantee
5. Control figures to determine holdovers beyond the guaranteed minimum run
6. Amount exhibitor proposes to contribute to advertising campaign for advance and first week and for subsequent weeks of guaranteed run
7. Such other information as the exhibitor may consider important in helping us to evaluate his offer more carefully

Offers are to be made subject to the following conditions:

1. Our right to reject all offers is reserved.
2. The run granted will be definitely established; no specific clearance will be granted.

Tremendous public interest will undoubtedly be created by both the national advertising campaign on "SALOME" and the large-scale local campaigns which will launch the picture in each pre-release situation. It is our hope and intention that the maximum number of exhibitors will have the opportunity to play "SALOME" while this public interest is at its greatest. To facilitate this, a sales policy for the further release of the picture will be announced shortly after the first pre-release openings.

PRINTED IN U.S.A.

'Salome'

(*Continued from page* 1)

weeks also should be specified in the bids; the minimum length of the run guarantee; control figures to determine holdovers beyond the guaranteed minimum run.

Also, bids should state the amount the exhibitor proposes to contribute to the advertising campaign for the advance, first week and subsequent weeks of the guaranteed run. Columbia reserves the right to reject all offers and states that the run offered will be definitely established; no specific clearance will be granted.

On the subject of admission prices, Columbia states: "We are fully aware that it is, by law, neither our right nor our function to fix admission prices. That prerogative belongs solely to the exhibitor. Our sales organization has received firm and explicit instructions to that effect.

Same Opportunity

"However, we also recognize the fact that in the recent past pictures of similar scope and status have done extremely well in situations where the exhibitor has voluntarily presented these super-attractions at increased prices. We believe that 'Salome' offers the exhibitor the same opportunity."

The company said its policy for the further release of the picture will be announced shortly after the first prerelease openings.

A budget of $1,000,000 has been set for the advertising campaign for the picture, Paul Lazarus, Jr., home office executive, told the meeting here. Full-page, full color ads will be used in five national magazines, 15 fan magazines and three magazine supplements distributed with 57 Sunday newspapers. The first ad is scheduled to appear Feb. 6.

Publicity and promotion campaigns are planned on a similarly elaborate scale, Lazarus said.

Legion Praises

(*Continued from page* 1)

"We didn't even know the Legion was opposing exhibition of 'Limelight,'" a spokesman said. "We booked it on the basis of the business it did at the Astor here. The Legion didn't picket the Astor."

The Legion picketed "Limelight" in Seattle and is said to have threatened to do the same if it opened, as originally planned, in three Fox West Coast Hollywood theatres on Jan. 21. FWC cancelled the date.

No National Policy

James F. O'Neil, director of Legion publications in New York, stated that there is no national policy regarding picketing. He explained that local Legion posts and departments have the autonomy to picket a picture. National policy on "Limelight," he stated, was formulated and well-publicized some time ago, when the Legion called upon the distributor to hold back the film pending the Department of Justice's action to bar Chaplin from returning to this country.

UN Names Odeon Head

TORONTO, Jan. 18.—L. W. Brockington, who has been named chairman of a three-man loyalty panel for the United Nations organization at New York, is president of Canadian Odeon and other J. Arthur Rank enterprises in the Dominion.

Review

"Jeopardy"

(*Metro-Goldwyn-Mayer*)

A PARALLEL TENSE SITUATION, which should hold the attention of most audiences, is built up in this film, which stars Barbara Stanwyck. While the film is engrossing throughout most of its 69 minutes, the mechanics of the story line bogs down at times, and so does the narration.

The twin perils highlighted in "Jeopardy" are the threat of the sea engulfing a man and the plight of a woman trapped by a psychopathic killer. Barbara Stanwyck and her husband, Barry Sullivan, accompanied by their child, Lee Asker, are on a camping trip in Mexico, leisurely enjoying themselves on a bay site, when fate intervenes viciously. Miss Stanwyck's husband gets pinned by a boulder along the beach. As the tide menacingly rises, Miss Stanwyck frantically rides for help only to pick up Ralph Meeker, an escaped convict.

It is Miss Stanwyck's duel with Meeker and Sullivan's fight for courage which should captivate theatre audiences. Miss Stanwyck and her husband are saved, following many hair-raising events.

Sol Baer Fielding produced, while John Sturges directed, from a screenplay by Mel Dinelli.

Running time, 69 minutes. General audience classification. For February release.

MURRAY HOROWITZ

Councils to Meet

(*Continued from page* 1)

also will be attended by the motion picture and preview chairmen of the national organizations which participate in the "joint estimates of current motion pictures."

Pictures to be screened for the delegates are Walt Disney's "Peter Pan," M-G-M's "The Hoaxters" and "Lilli," 20th Century Fox's "Light in the Window" and "Tonight We Sing," a three-dimensional subject by the Stereo Corp. of America and "The Bad and the Beautiful," the latter at Radio City Music Hall.

Through symposiums, round-table discussions and a series of talks, the delegates will be oriented and brought up to date on all aspects of the film industry which relate to their own activities locally.

It is expected that from open discussion of the problems facing the motion picture councils plans will be formulated to improve and expand the area of film industry service to these groups—and through them to communities throughout the nation.

Speakers who will address the delegates include Eric Johnston, president of the Motion Picture Association of America; Elmer C. Rhoden, president of Fox Midwest Amusement Corp.; Hulda McGinn, director of legislation and public relations of the California Theatres Association; Daniel Mann, Paramount director; Richard Griffith, director of the Museum of Modern Art Film Library; Arthur DeBra, director of MPAA's community and exhibitor relations department; Gordon S. White, Advertising Code administrator, and Marjorie G. Dawson, associate director of the community relations department.

Among the topics slated for discussion are exhibitor cooperation with the councils, the industry's fight against censorship, the production and advertising codes and industry public relations.

R. I. Exhibitors in 'Dimes' Meet Today

BOSTON, Jan. 18.—Gov. Dennis J. Roberts of Rhode Island has called a special luncheon meeting of all Rhode Island exhibitors in behalf of the 1953 March of Dimes drive to be held at the Sheraton Biltmore Hotel in Providence tomorrow. Robert Coyne of the Council of Motion Picture Organizations will attend the luncheon meeting.

Tax Income

(*Continued from page* 1)

for the next few depression years to a low of $1,460,000 in the year ending June 30, 1932. The take then shot up and for the next three years it hovered between $14,000,000 and $15,000,000.

Climbed Steadily

Collections climbed steadily but slowly and by 1939-40 they were a little over $20,000,000. Then the really sharp rise took place, partly because of a business upswing, partly because of World War II and an increase in the tax rate. In the 1941 fiscal year, collections were over $68,000,000. In the next 12 months they rose to $107,633,000. In fiscal 1943, collections were $138,054,000, and in fiscal 1944 they were $178,563,000.

In fiscal 1945, they zoomed to $300,589,000, and continued to rise for the next two years—to $343,191,000 in fiscal 1946 and to a record $393,873,000 in fiscal 1947.

Then the downturn started. In fiscal 1948, the drop was slight—to $385,101,000. But in fiscal 1950, they fell to $371,244,000, and the next year, they dropped even more sharply, to $346,492,000. In the 12 months ending last June 30, they were down to $330,782,000.

For the current year, the treasury is predicting collections of $320,000,000, and for the year starting July 1, the official prediction is for a further drop to $310,000,000.

Academy

(*Continued from page* 1)

to the cost. Last week three majors —Columbia, Universal and Warner Brothers — voted against continuing that practice this year.

The Academy statement said, "Due to the withdrawal of anticipated financial support, it may be found necessary to present the award statuettes in the library of the Academy. No matter how simple the ceremony, the significance of the awards will not be diminished."

Meanwhile, Yates announced late Friday that Republic will make the same contribution as formerly to the Academy Awards function costs. Announcement said this should correct reports to the contrary and that Yates feels awards add to film prestige. Previous report had four firms refusing to continue the old policy.

Loew's Income

(*Continued from page* 1)

of approximately $2,000,000 (before taxes) and an adjustment for prior years' Federal taxes of $515,276 brought net profits after taxes to $2,089,339, equivalent to 41 cents per share, compared to the six cents per share earned in the 1952 period.

Similar additional earned income from foreign sources in the 12-week 1952 period, it was explained, had not been included because the income had not yet been realized.

Current and working assets on Aug. 31, 1952, totaled $112,611,380, compared with $113,948,402 a year earlier, while current liabilities totaled $28,744,233, against $26,685,286 in 1951.

The consolidated profit and loss statement disclosed that despite the drop in net income, gross income for the 1952 fiscal year was higher than the previous year. Operating revenues from theatre receipts, rentals and the sale of films, accessories and M-G-M records was $168,568,389 in 1952, compared to $165,858,514 in 1951. Revenues from M-G-M radio attractions, broadcasting and miscellaneous declined to $5,659,432 in 1952, against $6,121,035 in the previous year. Total operating revenues for 1952 were $178,525,615, against the 1951 figure of $176,199,895.

Total operating and general expenses for 1952 climbed to $156,179,521, compared to $147,812,121 in the previous year.

Income before taxes for 1952 was $6,786,464 compared to $14,831,893 in previous year. Federal income taxes were $1,716,123 in 1952 against $6,189,570 in 1951.

The consolidated balance sheet revealed cash holdings of $18,716,324 in 1952, compared to the previous year's $21,790,491. Total assets for 1952 were put at $215,803,583, against $217,962,808.

Favors 'Red' Probe

(*Continued from page* 1)

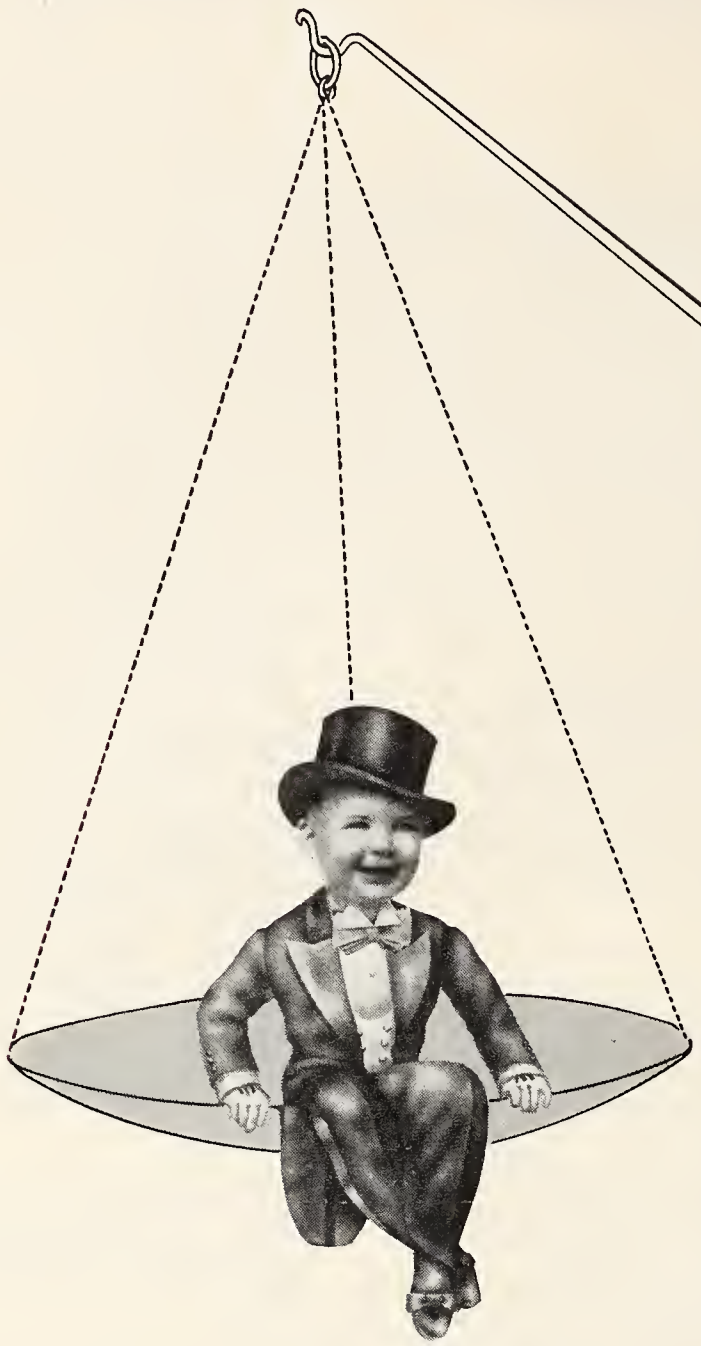
for a radio program he did in Michigan before his election to Congress and that he was "shocked" at what he found.

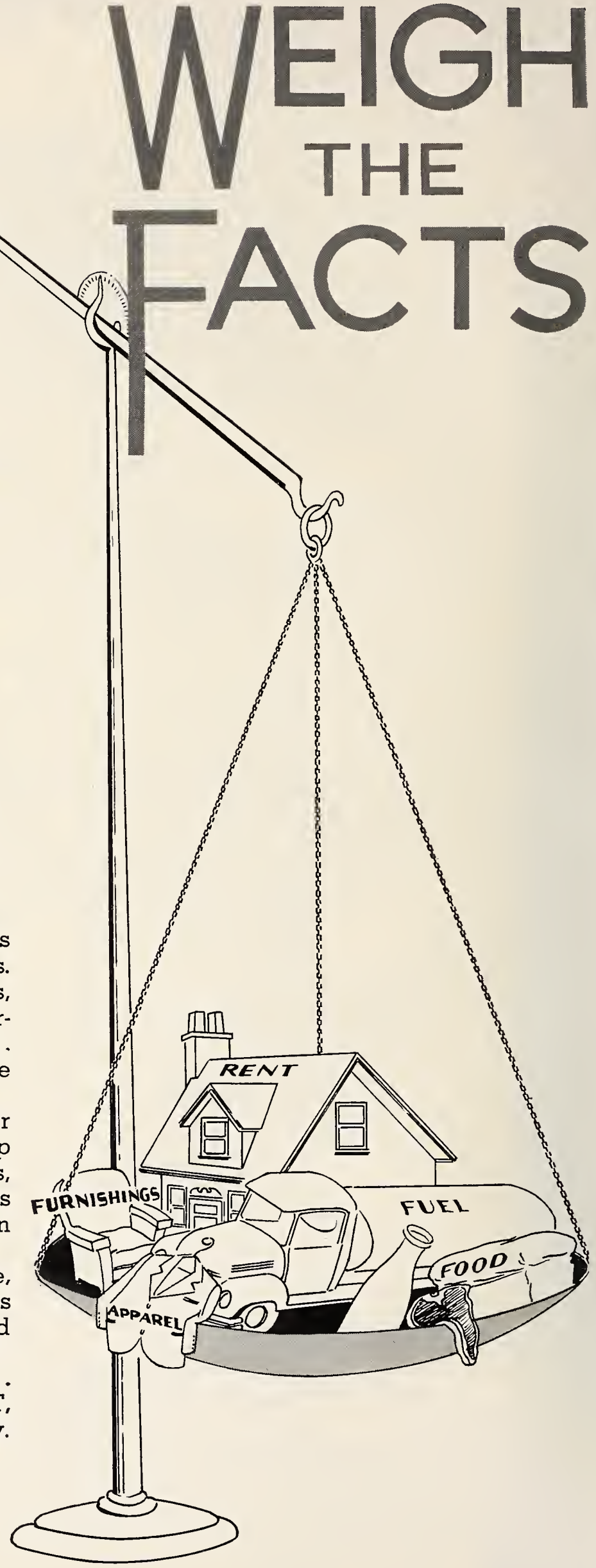
The other new member of the Committee will be Rep. Gordon H. Scherer (R., Ohio). All seven other members have seen service on the group in previous years. The chairman will be Rep. Harold H. Velde of Illinois and other Republican members will be Representatives Bernard W. Kearney of New York and Donald L. Jackson of Michigan. The ranking Democrat on the Committee will be Rep. Francis Walter of Pennsylvania, while other Democrats will be Representatives Morgan M. Moulder of Missouri, Clyde Doyle of California and James B. Frazier, J., of Tennessee.

Broun 'U' India Head

William Broun has been appointed Universal-International managing director for India by Americo Aboaf, vice-president and general sales manager, replacing James MacFarlane, who resigned. Broun, who joined Universal in Sydney, Australia, in 1946 has been assistant manager in Bombay since March, 1952.

WEIGH THE FACTS





Check the figures . . . look at the tremendous increase in the cost of your daily living needs. According to the Bureau of Labor Statistics, food has soared *upward* 133.2% . . . house furnishings, *up* 105% . . . clothing, *up* 102.3% . . . fuel, *up* 47.6% . . . rent, *up* 42.4% during the 1939-1952 period.

You'll find the same increases in your theatre's operating costs . . . with carpet, *up* 120% . . . projection equipment and supplies, *up* 115% . . . printing, *up* 90% . . . and all costs ranging almost twice what they were a dozen years ago.

Compare this with the *negligible increase*, IF ANY, you've given NSS, for your trailers and accessories, during this very same period of skyrocketing expenses.

Yes, weigh the facts and *compare* . . . compare all your costs with the LOW COST, Service-with-a-smile Policy of the Prize Baby.

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 13 NEW YORK, U. S. A., TUESDAY, JANUARY 20, 1953 TEN CENTS

Accept Draft Of Arbitration Now, Levy Asks

TOA Counsel Would OK Plan and Make Changes

Despite the fact that the latest draft of an industry plan does not contain all the sources of relief that all segments of the arbitration conference want included, the plan should be accepted, with such changes as can be agreed upon. That is the opinion of Herman Levy, general counsel of the Theatre Owners of America, who yesterday gave his reactions here to national Allied's latest rejection of the proposed arbitration system. Levy said that the TOA



Herman Levy

(Continued on page 3)

Myers Renews Bid To Include Rentals

WASHINGTON, Jan. 19.—Abram F. Myers, general counsel of Allied States Association, renewed today Allied's demand for inclusion of film rentals in any arbitration system.

That was Myers' comment on the statement by Herman Levy, general counsel of the Theatre Owners of America, to the effect that the industry should no longer wait for Allied

(Continued on page 3)

U.K. Film Ad Tilt Favors Companies

LONDON, Jan. 19.—American companies and J. Arthur Rank, who withdrew their advertising from the Lord Beaverbrook and Lord Kemsley newspapers recently, are pursuing a policy of silence with respect to published editorial counterattacks, which most here believe ultimately will pay dividends to the industry.

Lord Kemsley has written to film

(Continued on page 2)

Paramount Exploring Ways to Revise Its System of Clearance and Runs

Paramount is exploring methods of revising the system of runs and clearances in several situations with the view of ending the tendency for demands for move-ups to earlier subsequent runs. The company is seeking an improvement in the entire playoff situation so that a plan can be established that will be beneficial for both Paramount and its customers.

Exploratory work on revised clearances has been started in Minneapolis, Philadelphia and Detroit. Some tests also have been made in Memphis, Kansas City and Milwaukee, but so far no solution has been reached.

To Rush Inaugural Newsreels by Air

Newsreels devoted to today's inaugural ceremonies in Washington will be air-expressed to all sections of the country tomorrow and should be ready for theatrical showing on the same day, according to the plans of all newsreel companies.

Pre-release reels, slated to contain a comprehensive, dramatic account of the swearing in of President-elect Eisenhower, will be devoted entirely to inaugural ceremonies, including the parade, the White House events, and

(Continued on page 3)

See 'U' Profits for '52 Over $2 a Share

Universal's annual report for the fiscal year ended last Nov. 1, scheduled to be released in the near future, will show a net profit only slightly less than the $2,267,784 reported for the 1951 fiscal year. The net will be slightly over $2 per share.

Universal's annual meeting of stockholders in March will be held at the home office this year, instead of in Wilmington, Del., as in previous years. Stockholders have requested the shift to enable more to attend the annual meetings. The three J. Arthur Rank representatives on the Universal board who resigned recently in consequence of Rank's sale of his Universal stock holdings, will not be replaced, reducing the board's membership by that number.

Amended Complaint Filed in 16mm. Suit

LOS ANGELES, Jan. 19.—Government attorney James McGrath today filed an amended complaint against defendants in the 16mm. case in Federal Judge William Brynes' court as directed by Byrnes on Dec. 29. The defendants now have 30 days from tomorrow, when they are to receive copies of the amended complaint, to make answer.

The court had ordered the government to clarify the meaning of the phrases "among other things" and "limiting the conditions" of leasing 16mm. prints.

The amended complaint virtually eliminates the first by substituting a phrase referring back to an earlier paragraph in the bill. Substituted for the second was language reading in part "by limitation upon admission prices, advertising, categories of persons to be admitted, or hours of showing."

Brownell Straddles Trust Suit Issue

WASHINGTON, Jan. 19.—Herbert Brownell, the new Attorney-General, today put himself on both sides of the question of whether he would drop any pending anti-trust cases.

During questioning on his confirmation by the Senate Judiciary Committee, Brownell promised that he would "press all major anti-trust cases now in the courts." Later, however, he declared that as Attorney-General he would make a "thorough, impartial study of all cases, including those now under investigation," with re-evaluation "where necessary."

There has been widespread specu-

(Continued on page 2)

New Strategy To Eliminate Admission Tax

Would Have Only Films Exempt from the Levy

By J. A. OTTEN

WASHINGTON, Jan. 19.—A new strategy may be shaping up to get admission tax relief. The idea would be to seek to have motion picture theatres exempted from the 20 per cent Federal tax, rather than have the tax reduced or repealed.

This scheme would have two advantages for the industry: It would give the industry some sort of competitive advantage over sports and other events on which the tax is kept; and it would reduce the Federal revenue loss attendant on general

(Continued on page 2)

U.A. and Alperson Bidding for 'Bwana'

Both United Artists and independent producer Edward L. Alperson are "fighting it out" for the purchase of Natural Vision's "Bwana Devil," three-dimensional feature produced by Arch Oboler. While U.A. appears to have the inside track on the deal, Alperson is reported to be confident

(Continued on page 2)

Film Councils Begin 3-Day Parley Today

The national film councils launch their three-day meeting here today at the Museum of Modern Art and the Hotel Gotham. Today's program consists of screenings of two M-G-M pictures, a demonstration of appraising pictures for the "Green Sheet," open forum discussions and a theatre party in the evening at Radio City Music Hall. Speakers include Mrs. Hulda McGinn, of the California Theatres Association, and Elmer Rhoden, president of Fox Midwest Amusement Corp.

UA HAS A WINNER!

MOULIN ROUGE

"SHOULD PROVE A BONANZA!"—Boxoffice



Starring JOSÉ FERRER
Directed by JOHN HUSTON
A ROMULUS Production
Color by TECHNICOLOR

Personal Mention

HOWARD DIETZ, M-G-M vice-president and director of advertising-publicity, returned here yesterday from the Coast. Advertising manager SI SEADLER is due back today.

•

DR. HUGH M. FLICK, head of the New York State film censor board, will speak on "The Sense of Censorship" at a meeting of the motion picture chapter of the American Veterans Committee at the Grand Street Boys Club here tomorrow night.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, left here for Chicago last night and will stop off in Pittsburgh before returning to New York at the end of the week.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, will address the National Conference of United Church Women at a luncheon at the Grosvenor Hotel here on Friday.

•

RICHARD DE ROCHEMONT left here yesterday for the University of Illinois to participate in a seminar on the use of film in educational television.

•

SAMUEL BRISKIN has been appointed to fill a vacancy on the Screen Producers Guild executive board in Hollywood.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, is in Buffalo on the first lap of a tour of exchanges.

•

CHARLES BOASBERG, RKO Radio general sales manager, will return to New York today from Toronto.

•

H. M. RICHEY, head of M-G-M exhibitor relations, is vacationing in Florida from New York.

•

PIPER LAURIE will be honored by Universal Thursday with a birthday party at the 21 Club here.

J. E. Lumbard May Be U. S. Attorney Here

WASHINGTON, Jan. 19.—J. Edward Lumbard, Jr., of the New York law film of Leisure, Newton, Lumbard and Irvine, counsel for RKO Pictures, is reported to be in line for President-elect Eisenhower's appointment as U. S. Attorney for the Southern District of New York.

While James C. Hagerty, General Eisenhower's press chief, would make no comment on Lumbard's prospective appointment, it was pointed out that Lumbard is being sponsored by Herbert Brownell, Attorney-General-designate, and Gov. Dewey.

Brownell Straddles

(*Continued from page* 1)

lation in the film industry whether the new Administration would continue the 16mm anti-trust case on the Coast.

Exchange Committee to Hit 32 Keys in New Pact Talks

The distributors' exchange operations committee will split up into three groups next week and start to cover the 32 exchange cities for the purpose of negotiating new contracts with the unions representing the front and back offices of company branches. Itineraries of the groups have not been mapped out as yet but routes may be defined at a meeting of the committee late this week.

The committee has held two meetings with union representatives to date. The sessions were held in Philadelphia and Boston but an impasse was reached in both cities. It is reported that the union demands are "out of line" with current conditions, although the percentage of salary increases asked by the unions has not been disclosed.

Headed by Tom Murray of Universal-International, the committee consists of Joseph McMahon, Republic; Bernard Goodman, Warner Brothers; Clarence Hill, 20th Century-Fox; Michael Rosen, M-G-M; A. A. Schubart, RKO Radio; Henry Kaufman, Columbia; William Brenner, National Screen Service; Jules Chapman, United Artists, and Arthur Israel, Paramount.

'3-D' Causes Labor Halt in Pittsburgh

PITTSBURGH, Jan. 19. — "Bwana Devil," the three-dimensional film which has jammed 60,000 fans in seven days into the 2,000-seat Warner Theatre, developed a labor situation over the last weekend. Members of local union No. 171 of the AFL are back on the job after closing up the theatre Friday and Saturday morning. Union business agent James Sipe said "the contract signed in 1951 did not cover conditions that now exist, because three-dimensional films mean much more work and take more skill to operate." He added, "This is a new medium that has been a terrific financial success and we insist upon negotiating a new contract."

M. A. Silver, zone manager, and business manager Benjamin Steerman for Warners sat down with Sipe today to discuss negotiations. Steerman said "refusal to work is a violation of the contract and, as far as the operators are concerned, the work on the new films is just the same as the work on standard films. It doesn't take any additional skill or labor to operate them."

Bidding for 'Bwana'

(*Continued from page* 1)

of ultimate success in buying the picture.

Oboler is said to have approximately 20 partners in the tri-dimensional feature and approval of the entire slate must be obtained before the deal can be closed. It is reported that Alperson has some of the partners on his side, while U.A. has lined up a substantial group on its side. Both Alperson and U.A. have applied to Chemical Bank and Trust Co. for a loan to swing the sale and the bank is now waiting for the two prospective buyers to break the deadlock.

The purchase price is said to be $1,875,000, with a down payment of $500,000. The question of which bidder will get the property is expected to be settled this week.

Treasurer Has Dim View on Tax Cuts

WASHINGTON, Jan. 19.—The incoming Secretary of the Treasury, George M. Humphrey, told Senators today that he did not see any general tax reduction "in the immediate future."

All indications have been that the new Eisenhower Administration would put budget balancing before tax cuts, and Humphrey's statement today, made during questioning by the Senate Finance Committee, confirmed these indications. However, the signs have been equally strong that House tax policy-makers are determined to effect major tax cuts this year in excess profits and individual income taxes, if in no other categories.

Humphrey told the Senators he felt the tax burden was too high, and eventually would have to be reduced, but he said he felt balancing the budget should have priority.

One of his first acts as Secretary, he promised, would be to order a complete study of the tax strcture aimed at reducing taxes as soon as possible —"Which, frankly, I fear is not in the immediate future," he added.

U.K. Ad Film Tilt

(*Continued from page* 1)

advertising chiefs proposing a friendly get-together. Also, the Critics Circle declined at an emergency meeting to support a resolution proposed by Milton Shulman of Beaverbrook's *Standard* denouncing the allegedly "star-chamber" methods of the film trade. The Circle contended itself with a proposal that it have a talk with the Newspaper Proprietors' Association, clearly designed to lead to talks in turn with film people.

Beaverbrook, vacationing in the West Indies, has been told that he is in danger of finding himself with no allies in his tilting at the film business. The companies' action was taken following prolonged sniping at films and the industry in the Beaverbrook and Kemsley newspapers. There has been no discernible decline in theatre attendance either as a result of the discontinuance of the advertising or the editorial counter-attacks which followed.

Ticket Tax

(*Continued from page* 1)

tax relief, making it therefore theoretically more palatable to Congressmen worried about Budget-balancing.

Significantly, at least half of the bills introduced so far in this Congress have proposed exempting theatres from the tax. This idea was not included in any of the bills in previous Congresses. In previous years, the bills have always proposed reducing or repealing the tax on all events covered by it.

Exemption for theatres was proposed in the first Senate bill dealing with the admission tax, introduced over the weekend by Senator Dirksen (R., Ill.) The latest House bill on the subject, proposed by Rep. Zablocki (D. Wis.) also proposed exemption for film tickets rather than across-the-board reduction or repeal.

One top film industry leader, while refusing to say that the tax relief drive of the Council of Motion Picture Organizations would definitely support this strategy, admitted that "it looks to me like an ideal solution for the industry."

CEA, BFPA Agree on Eady and Ticket Tax

LONDON, Jan. 19. — The Cinematograph Exhibitors Association won the support of the British Film Producers Association for its proposed revisions in the entertainment tax by giving its qualified approval to extension of the Eady tax.

CEA had announced it would continue to support the Eady scheme beyond its July, 1954, expiration date providing cognizance is taken of the recent decrease in box-office receipts and the reduced benefits which exhibitors are obtaining from the increase of prices in 1951, as compared with the agreed estimates upon which the Eady scheme was based.

The annual report of the Customs and Excise Department for 1952 shows that entertainment tax receipts were £45,805,340, of which £38,290,000 was paid by motion pictures theatres.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Lana TURNER • Kirk DOUGLAS
Walter PIDGEON • Dick POWELL
"THE BAD AND THE BEAUTIFUL"
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

WARNER BROS.
THE JAZZ SINGER
Color by TECHNICOLOR
Starring DANNY THOMAS • PEGGY LEE
in person CARMEN CAVALLARO AND HIS ORCHESTRA
TOY AND WING
Extra LARRY STORCH
PARAMOUNT TIMES SQUARE
Midnight Feature

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Arbitration

(*Continued from page* 1)

board of directors, at its meeting in New York next week, would discuss fully the deadlock that now exists.

Levy's statement follows:

"According to the trade press, Allied's board of directors has rejected the pending plan for an industry system of arbitration. It would appear, too, as of today, that Allied will reject any plan for industry arbitration unless and until certain matters concerning the licensing of motion pictures, primarily that of film rental, are made arbitrable.

"It has been hoped that on the basis of what Abram Myers, at Allied's annual convention, called the 'plus points' of the pending plan, Allied would see fit to subscribe to it, with certain modifications, if, as time went on, it became obvious that distribution would be willing to concede to the request of widening the scope of arbitration by including film rental, and, further, the defining of pre-release pictures.

"TOA also has looked with favor on the subject of arbitrating film rental, *but on a one-way basis only*—that is, where only the exhibitor may institute the proceeding. And it has looked with favor on the careful defining of pre-release pictures. TOA is willing now, as it has been in the past, to sit around a conference table to discuss these matters fully.

"But whether an entire plan, with so many 'plus points' and representing the result of the unanimous acceptance of the principles of arbitration, should be completely discarded because it cannot be all things to all men is a question which must have the most serious consideration. Why should exhibitors be deprived of avenues of relief, recognized by all segments of the arbitration conference to be new and good, because the plan does not contain all the sources of relief that all segments of the conference want included?

"The distributors have spoken. They have stated that they will not agree to the arbitration of film rental. If that is their final word, then I say that the plan should be accepted—with such changes as can be agreed upon, and that an attempt thereafter be made to place the system in operation as quickly as possible. That, it seems to me, is owed to the industry by all of its leaders.

"Under the proposed system there is no compulsion to use it. Exhibitors may or may not do so as they choose. But, again, I say, it seems unfair and illogical that those exhibitors who want to use it should be deprived of what appears to be a speedy, effective and inexpensive tribunal for so many of their grievances. The conditioning of the acceptance of a 'plus point' system of arbitration on the inclusion of certain other matters not now in the system is, in my opinion, a luxury that no segment of the industry can afford.

"One way lies a 'plus point' system; the other way lies strangulating, debilitating and chaotic litigation. What privilege of choice can there validly be under the circumstances?

"At our board meeting next week, the directors will discuss fully the stymie which now exists. I feel certain that the board will undertake to accomplish whatever it feels it can to assist in the breaking of the impasse."

FINANCING
Large Industrial Enterprises
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565 Fifth Ave., N. Y. 17

FILMACK
SPEED! QUALITY! SHOWMANSHIP!
SPECIAL TRAILERS
CAN'T BE BEAT!
630 NINTH AVENUE NEW YORK 36, N.Y.
1327 S. WABASH CHICAGO 5, ILL.

Review

"Niagara"

(20th Century-Fox)

THERE ARE STRONG box-office potentials in "Niagara," despite its somewhat morbid theme of infidelity. The camera makes the most of Marilyn Monroe's shapely body which is draped provocatively in a blazing red dress, enhanced more vividly by color in Technicolor. Joseph Cotten turns in a good performance as a confused husband, while the Niagara Falls locale makes for some interesting backgrounds. Well paced excitement and suspense have been written into the script by Walter Reisch, Richard Breen and Charles Brackett, the latter having produced the picture as well as collaborating on the screenplay.

On the Canadian side of Niagara Falls, Miss Monroe and her husband, Cotten, are vacationing in a tourist cabin. The mistrust of his wife causes him to be a brooding sort of a person and the mistrust is well founded, for she is plotting with a lover to kill her husband. Instead of being killed, Cotten slays his would-be murderer at the base of the Falls and, learning of this unexpected turn of events, Miss Monroe goes into terror-stricken flight, with Cotten giving relentless chase. This leads to a series of melodramatic sequences. Weaving in and out of the story are incidents concerning Jean Peters and Casey Adams, a young married couple also vacationing at Niagara, who become involved in Cotten's troubles.

Cotten finally catches up with his wife and strangles her. What follows is a desperate attempt to escape the police who are closing in. He appropriates a motor boat in which Miss Peters is an unwilling passenger and heads toward the opposite shore. The craft runs out of gasoline and is being pulled toward the rapids when a helicopter makes a dramatic rescue of Miss Peters as Cotten is swept to his doom.

Directed by Henry Hathaway, the picture also features Denis O'Dea, Richard Allen, Don Wilson, Lurene Tuttle, Russell Collins, Will Wright, Lester Matthews, Carelton Young, Sean McClory, Minerva Urecal, Nina Varela, Tom Reynolds and Winfield Hoeny.

Running time, 89 minutes. Adult audience classification. For February release.

Renews Demand

(*Continued from page* 1)

in going ahead with arbitration.

"It's amazing to me," Myers said, "that an exhibitor leader should ignore the challenge of the distributors' policies and seek to weaken any effort to obtain relief from them. While Mr. Levy was writing his statement, Columbia Pictures was writing its advertising copy for "Salome," which brings the number of roadshow pictures in the past 12 months above anything ever dreamed of in the industry.

"Maybe Mr. Levy can explain how theatres who are dependent for product on regular availability can keep their doors open under this method of release."

Myers said he did not know how often Allied's stand had to be restated before it would stick. He predicted that an arbitration plan without Allied support would have difficulty in getting exhibitor members for local boards in many areas.

Inaugural Reels

(*Continued from page* 1)

the inaugural address, according to present plans. For the events, at least 50 newsreel cameras and sound men will be present from Movietone News, News of the Day, Universal, Paramount and Warner Pathe.

Laboratories in New York will rush the processing of prints so that they may be available to New York theatres tomorrow morning or early afternoon. Prints destined for other sections of the country will be air-expressed beginning tomorrow morning. Most of the newsreel companies put the inaugural reels in the pre-release category, that is, shipped in lieu of Thursday's regular reels.

Indianapolis House to Theatre TV Inauguration Ceremonies

INDIANAPOLIS, Jan. 19.—The public will be admitted free to the Indiana Theatre tomorrow morning to see the inauguration ceremonies in Washington on the theatre's big-screen television, manager Al Hendricks announced. The house will be cleared at 12:30 to reopen with the regular show at 1:00 P.M.

Hendricks also filled the house to near-capacity with 2,900 customers at $1 each to see a telecast of the basketball game between Indiana and Illinois for the "Big 10" leadership Saturday night. It was picked up by antenna from a Bloomington, Ind., telecast and shown with the week's feature.

Inauguration Pictures on Screen of Cleveland Palace

CLEVELAND, Jan. 19.—Motion pictures of the inauguration will be shown free exclusively from 10:30 A.M. to 2:30 P.M. tomorrow. On the RKO Palace TV screen, under the sponsorship of the *Cleveland Press* on a come and go basis, with no tickets required. The theatre will sell coffee and doughnuts for two cents from a special stand in the foyer.

In the THEATRE Equipment World . . .

. . . *with RAY GALLO*

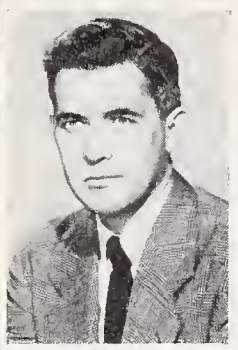
BLAIR FOULDS has been elected a vice-president of General Precision Laboratory, Inc., Pleasantville, N. Y., according to an announcement by Hermann G. Place, president of the company. Foulds has served for several years as commercial engineering director of the company with responsibility for government liaison and contract administration as well as marketing of commercial products, including broadcast studio and theatre television equipment.

•

To provide both a visual and recorded car and patron count for drive-in theatres, the Electronic Signal Co., Inc., of Williston Park, N. Y., has developed a new electronic admissions control system. The checker consists of a detector installed in the vehicle lane and a recorder in the box-office. As the patron drives up to the booth, his car is automatically counted and the count recorded on a tape. Provision has also been made for the box-office employee to enter the number of passengers in the car and to enter the "pass" vehicles. Visual signals show these transactions for both patron and manager to check, and all transaction details are printed on a tape that is "locked in" the equipment.

•

Theodore R. Combs has been promoted to sales service manager by the American Seating Co., Grand Rapids, Mich., according to J. M. VerMeulen, vice-president and general sales manager of the company. Combs succeeds Earl Vande-Pool, who has been transferred to the firm's church products division. Combs will supervise the nationwide installation of seating for theatres, stadiums, churches and other structures.



Theodore R. Combs

•

A new design for Dixie cups, developed especially for serving "Snow Cones" (flavored, crushed ice), has been marketed by the Dixie Cup Co., Easton, Pa. The new design is called "Ice Crystal" and is listed as a stock item for the company's 5¾, 7 and 8½ ounce cone-shaped cups at no increase in price.

•

Velour-covered guide ropes with a special "break-away" feature are now available from Lawrence Metal Products of New York City. Used across restricted areas where unexpected pressure might be applied, the ropes are designed to open at a weight of five pounds, it is explained, thus meeting the pressure with safe "give." Guide ropes are offered in one and one and one half-inch diameters.

"20th CENTURY-FO INAUGURATES A POLICY THAT SPELLS CONFIDENCE"

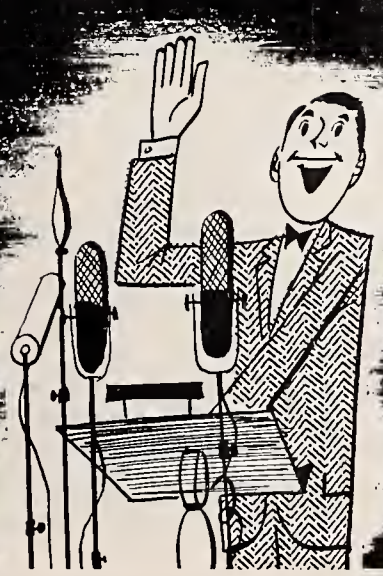
— Editorial, CHESTER B. BAHN,
Film Daily, January 13, 1953

...and here's how we start!

THE SNOWS OF KILIMANJARO *Technicolor*
STARS AND STRIPES FOREVER *Technicolor*
MY COUSIN RACHEL · RUBY GENTRY
THE I DON'T CARE GIRL *Technicolor* **· THE STAR**
TAXI · TREASURE OF THE GOLDEN CONDOR *Technicolor*
NIAGARA *Technicolor* **· THE THIEF OF VENICE · TITANIC**
DESTINATION GOBI *Technicolor* **· THE PRESIDENT'S LADY**
TONIGHT WE SING *Technicolor* (SOON . . . WORLD PREMIERE, RADIO CITY MUSIC HALL) **· THE SILVER WHIP**
MAN ON A TIGHTROPE · CALL ME MADAM *Technicolor*
INVADERS FROM MARS *Color* **· POWDER RIVER** *Technicolor*
PICKUP ON SOUTH STREET · SAILOR OF THE KING
THE DESERT RATS · WHITE WITCH DOCTOR *Technicolor*
THE GIRL NEXT DOOR *Technicolor* **· BAPTISM OF FIRE**
DOWN AMONG THE SHELTERING PALMS *Technicolor*
GENTLEMEN PREFER BLONDES *Technicolor*

and watch for **THE ROBE** *Technicolor*

...and more to come!



There's No Business Like 20th Century-Fox Business!

(BACK BROTHERHOOD WEEK'S SILVER ANNIVERSARY, FEBRUARY 15-22, 1953)

Para. Foreign Prints To Be Made Abroad

Paramount Pictures has adopted magnetic film recording for master prints of dubbed foreign versions. First features employing this method have been shipped from here. In making the foreign release prints abroad, the magnetic record will be converted to an optical track for standard reproduction.

Sees Withdrawal of RKO Minority Suit

All signs point to the withdrawal of the RKO Pictures minority application seeking to put the company into receivership, it was learned here yesterday from Louis Kipnis, attorney representing the three minority stockholders in the application.

Kipnis said he intended to fully explain his position at Monday's hearing in New York Supreme Court. Weighing in favor of withdrawal of the suit is the filling of all vacancies on the RKO Pictures board of directors, it was explained. Kipnis stated, however, that the suit for damages in the same court against Howard Hughes, chairman of RKO Pictures board, would be continued.

Life Magazine Is Promoting 'Peter'

Life Magazine has sent a special mailing piece to exhibitors throughout the country "plugging" Walt Disney's "Peter Pan" and calling attention to a four-color ad on the Technicolor picture that will sell it to their 23,950,000 readers.

"Peter Pan," an all-cartoon feature, distributed by RKO Radio, will have its world premiere at the State Lake Theatre in Chicago on Feb. 5. Prerelease openings in other key cities throughout the country will begin on Feb. 11.

'Herald American' in Tribute to Columbia

CHICAGO, Jan. 19.—The *Herald American* replated its front page on Saturday to run news of the Columbia Pictures convention, held at the Drake Hotel. The entire front page carried Columbia company news. A four-column picture of Rita Hayworth taken on the set of "Salome" appeared close to two streamer headlines. Pictures of Harry and Jack Cohn, Abe Montague and Joseph McConville were used. Copies of the edition were distributed at the convention. Motion picture department heads of *Pictorial Review* and *American Weekly* were responsible for the special edition.

"Gambler" Scoring Opening Week Marks

In the wake of the three-city premiere of Universal-International's "The Mississippi Gambler," which is said to have set new house records, the picture reportedly toppled marks in more than 50 situations. In the trio of premieres, the film, in its first week, grossed $13,000 at the Joy Theatre in New Orleans, $17,000 at the Malco in Memphis and $27,000 at the Fox in St. Louis.

Television--Radio

with Pinky Herman

AN interesting, behind-the-scenes sidelight of the TV coverage (NBC's version) of the Inauguration today of Dwight D. Eisenhower in Washington, D. C., is the fact that Wm. R. McAndrew, director of the NBC-TV festivities coverage, is a local boy who also made good. Before being promoted and transferred to Radio City in New York, McAndrew was manager for NBC's Washington station. . . . Joseph Curtin and Alice Frost, the loveable CBSleuths of "Mr. & Mrs. North," are now on their eleventh consecutive year on that radio show which started in Jan., 1942. . . . Gabriel Pascal plans to produce several films especially for TV among which are two George Bernard Shaw classics, namely "Androcles" and "The Devil's Disciple," a feature film based on the life of Mahatma Ghandi and Gene Fowler's "Rip Van Winkle." . . . Helen Schuck of NBC Press Dep't. (N. Y.) will sing an "I Do-et" next Saturday with Richard Jannsen. . . . Sig Michelson, CBS Director of News and Public Affairs estimates that more than 70,000,000 people will TView today's Inauguration. George Washington's Inauguration was witnessed by three thousand Patriots. . . . Jack Benny's next TVideo stint for Lucky CBStrike Ciggies Sunday, may well be titled, "Jack Benny, Concert Violinist, Extraordinaire." Rochester's employer will try to drown out a 50 piece orchestra when he renders "Love In Bloom." . . .

☆ ☆ ☆

Following his second appearance Sunday on Ed Sullivan's "Toast of the Town," Ed Wynn returns to Hollywood where he will resume filming a new half-hour TV series, "The Ed Wynn Show," which the zany comic is writing, producing and packaging. . . . Seymour H. Malamed, formerly U. S. Internal Revenue agent has joined the Charles Wick Co. as specialist in business management. . . . Pfaff Sewing Machine will again sponsor Lucille Rivers (home sewing authority) in a new half hour TV series via WPIX starting Jan. 28. Emanuel Demby will produce. . . . When and if Mitzi Green takes over the Fanny Brice role as "Baby Snooks," in a radio repeat, Jack Arthur, NBCurrent deejay will again be "Daddy Snooks," a role he created when he placed opposite the late comedienne in the "Ziegfeld Follies of the Air" CBSeries back in 1935. . . . Lakeside Television Co., Inc. has signed to distribute 100 TV films, including animal shorts, documentary and adventure subjects all produced by Library Films, Inc. . . . Bobby Sanford, radio and TV exec, has resigned from MCA and will open his own agency. . . .

☆ ☆ ☆

Loew Theatres presented Walt Framer, producer of "Strike It Rich," an award citing the program for "outstanding public service in the field of human relations." . . . Charles Sanford's original composition, "Vacation Suite," which he wrote last summer while on a brief hiatus from "Your Show Of Shows," has been purchased by 20th Century-Fox for a new musical. . . . George Jessel's first appearance on "All Star Revue" Saturday, since his hospitalization, will have as guests, Sophie Tucker, Dorothy Kirsten and Nat King Cole. . . . Gary Stevens and Walt Framer are preparing to co-produce a new TVehicle based on outstanding performances in the past and present, utilizing wherever possible theatre "greats" re-living memorable scenes. . . . A six-state radio-TV coverage has been effected by Paramount to carry the world premiere at Maysville, Ky., Jan. 28, "of "The Stars Are Singing," starring local gal who made good, Rosemary Clooney. States include Kentucky, West Virginia, Ohio, Indiana, Illinois and Michigan. In a special ceremony the Governor of Kentucky will crown the song star "Queen of Song." . . . TV execs are showing keen interest in the Ken Parker series "Matinee for Moppets," held every Saturday at the Jan Hus House on East 74th St. . . . *Collier's* Weekly has undertaken an analysis of the 8,000 letters received weekly by Bishop Fulton J. Sheen, whose Tuesday night at 8:00 series is Tviewed by an audience estimated to total about seven million. Program is carried via DuMont. . . .

Award to Montgomery

The 1952 gold medal of the International Benjamin Franklin Society has been awarded to Robert Montgomery, motion picture and television actor, director and producer for his fight "against Communist infiltration of the motion picture and radio fields."

Old Theatre to Close

HARRISBURG, Pa., Jan. 19.—After 48 years of operation, the Pastime Theatre, Lewistown, Pa., will be closed April 1, Irvin Berney, son of the owner, announced. Edward D. Smith, Lewistown realtor, purchased the property to convert it into a storeroom.

Propose Study of Overlapping Taxes

Washington, Jan. 19.—Senator Hendrickson (R., N. J.) and 10 other Republican Senators have introduced a resolution to set up a government commission to study overlapping state, Federal and local taxes.

The measure would set up a temporary national commission on inter-governmental relations. A similar bill passed the Senate in the last Congress, but did not pass the House.

It was reported that President-elect Eisenhower was planning to set up a committee of state governors to work with the Treasury Department on the same subject.

Hometown Premiere For Para.'s 'Stars'

The hometown world premiere of Rosemary Clooney's first motion picture, "The Stars Are Singing," a Paramount production, will be held in Maysville, Ky., on Jan. 28, and newsmen and drama editors from Dayton, Columbus, Cincinnati, Zanesville, Indianapolis, and Louisville, will cover the premiere. The event will be climaxed with the crowning of Miss Clooney as "Queen of Song." Other facets to the promotional activities include parades and extensive radio and television coverage.

Senator Eulogizes Late Joyce O'Hara

WASHINGTON, Jan. 19.—Senator Edwin C. Johnson, Colorado Democrat, declared that the late Joyce O'Hara, vice-president of the Motion Picture Association of America, was "the kind of strong man which American industry can ill afford to lose."

Johnson included in the *Congressional Record* a statement eulogizing O'Hara.

Legion Places Two Films in Class B

The current Legion of Decency report places two films in Class B, three in Class A-I and two in Class A-II. Those put in Class B are "Anna," (Italian) Lux Distributing Co., and "Monsoon," United Artists.

In Class A-I are "Battlezone" and "Torpedo Alley," Allied Artists, and "Taxi," 20th Century-Fox. "Jack McCall, Desperado," Columbia, and "No Holds Barred," Monogram, were placed in section II.

Silverstone to Paris

LONDON, Jan. 19.—Murray Silverstone, president of 20th Century-Fox International, has left here for Paris following a three-day sales conference. He is expected back in London at the end of the month before returning to New York.

Report Death of Hancock

John Hancock, 26, assistant director on the filming of M-G-M's "Mogambo" in Tankanyika, was killed in an accident there, according to reports reaching here from Nairobi, Kenya.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 14 NEW YORK, U. S. A., WEDNESDAY, JANUARY 21, 1953 TEN CENTS

Unions Seek To Regulate O'seas Filming

AFL Film Council Passes A Resolution

HOLLYWOOD, Jan. 20.—American producers intending to produce a picture or pictures outside this country will be expected hereafter to make arrangements with studio unions concerning the number of men to be taken along and other conditions, according to a resolution adopted unanimously today by 26 unions comprising membership in the Hollywood AFL Film Council.

The resolution is the first official step by unions in a long planned effort to prevent American production abroad from cutting into local employment.

The resolution reads in part, "No members of unions affiliated with the Film Council should accept assignments for a picture to be made outside the United States unless and until an understanding has been reached between representatives of the unions and the producer as to the conditions under which such work is to be per-

(Continued on page 6)

Wolff Is Reelected Head of NY Bookers

Louis Wolff of Brandt Theatres has been reelected president of the Motion Picture Bookers Club of New York.

Others elected were: Sam Einhorn, Rosenblatt & Walt Theatres, first vice-president; Louis Solkoff, Bell Pictures, second vice-president; Myron Starr, United Artists, treasurer; Harvey Reinstein, Universal, financial secretary; Shirley Levy, Warner, recording secretary; Ben

(Continued on page 6)

Mrs. McGinn Urges Better Films Support

Hulda McGinn, director of legislation and public relations of the California Theatres Association, yesterday urged film council representatives to step up their support of better motion pictures in theatres throughout the nation.

Speaking at the opening session of a three-day national conference of film

(Continued on page 4)

Rhoden Tells MPAA Meet Industry Starting New Era

The dark clouds of adverse publicity that beset the film industry 18 months ago have been dispelled by a series of events that have placed the films' public relations in a healthy state, Elmer C. Rhoden, president of Fox Midwest Theatres, told the community relations conference of the Motion Picture Association of America at the Museum of Modern Art here last night. Rhoden pointed to the "Red" probes, the invasion of television, anti-trust cases and the slump of picture securities on the stock market as some of the troubles that once faced the industry.



Elmer Rhoden

Today, Rhoden said, the situation

(Continued on page 4)

Republic Concludes Chicago Meeting

CHICAGO, Jan. 20.—A reception in honor of Paul Webster, recently appointed Republic Midwestern sales manager, was held here today at the Blackstone Hotel, following the conclusion of a regional sales meeting.

Among the exhibitors attending the reception were Dave Wallerstein and Duncan Kennedy of Balaban and Katz; Alex Halperin of Warner Brothers, and John Dromey of the Great States Circuit. President Her-

(Continued on page 6)

John Joseph Joins Cinerama Prod.

John Joseph will become field exploitation and publicity director for Cinerama Productions Corp., announced Joseph Kaufman, director of exhibition for the corporation. Joseph's initial assignment will be on playdates in the Midwest, the first of which was

(Continued on page 4)

Coast Heads to Run RKO Ad-Publicity

HOLLYWOOD, Jan. 20.—RKO Radio announced here today the transfer of responsibility for the company's publicity, exploitation and advertising to the Coast, with Perry Lieber in charge of publicity and exploitation nationally, and with Elliston Vincent,

(Continued on page 4)

Sales Managers to Attend TOA Board Session Jan. 27

NASHVILLE, Jan. 20.—Invitations to attend the morning session of the Theatre Owners of America's mid-winter board of directors meeting in New York on Tuesday have been accepted by almost all sales managers of the distributing companies, TOA president Alfred Starr reported here. The sessions will be held at the Pierre Hotel.

Starr recalled that at the board meeting in Los Angeles last year, major production heads were present to discuss the problems of production. It was agreed by all that that conference was a fruitful one, and it appears that the meeting this year with sales managers will be equally beneficial, he said.

"We of TOA are very happy," Starr said, "that we shall have the sales managers as our guests. We feel that conferences of this kind, approached sincerely by men of good will, cannot help but accomplish

(Continued on page 6)

Annual TV and Radio Poll Results Ready

All ballots submitted in the *Motion Picture Daily-Fame* annual television and radio polls have been tallied and the results will appear in this publication—tomorrow for television and Friday for radio. American newspaper and magazine radio editors, critics and columnists voted.

Snaper Thinks Gov't Will Act On Practices

Sees Decree Violations Leading to Litigation

Distributors' sales policies in regard to pre-releases, demands for advanced admission prices and percentage terms are contributing to the ultimate entrance of the government into a move to correct the alleged abuses, according to Wilbur Snaper, national Allied president. And Allied already is preparing a formal protest to the Department of Justice, he added.

Snaper, at a trade press conference yesterday, called for the purpose of clarifying Allied's position on various issues, declared, among other things, that (1) Allied did not reject arbitration, per se; (2) the consent decree is being violated repeatedly by distributors, and (3), arbitration is not possible as far as Allied is concerned until the abuses have been corrected.

Using Columbia's sales policy on

(Continued on page 4)

German Guarantees Of $4,900,000 Set

WASHINGTON, Jan. 20.—Under the information media guarantee program that was operated first by the Economic Cooperation Administration and now by the State Department, American film companies have managed to convert to dollars close to $4,900,000 of what otherwise would have been blocked earnings in Germany, it was learned here today.

Another $1,200,000 of earnings on films distributed in Germany

(Continued on page 4)

Early N.Y. Booking For Tri-Opticon

Both Tri-Opticon and Natural Vision will open their respective three-dimensional subjects on Broadway shortly at the Warner and Loew's State theatres, but it was indefinite yesterday which house would get which process. If Natural Vision's "Bwana Devil" goes into the

(Continued on page 6)

Personal Mention

CHARLES M. REAGAN, M-G-M general sales manager, has returned to New York from the Coast.

•

TED O'SHEA, JR., son of the vice-president of Paramount Distributing Corp., E. K. O'SHEA, has passed his bar examination in Rochester and has been admitted to active practice.

•

MAC GREENBERG, Warner Brothers International attorney, announces the birth of a daughter to MRS. GREENBERG last Saturday at Jewish Memorial Hospital here.

•

SAMUEL ROSEN of Fabian Theatres and MRS. ROSEN have become grandparents, their daughter, MRS. JACOB YELLIN, having given birth to a girl, RACHEL.

•

ARTHUR MANSON, M-G-M Canadian press representative, will arrive here from Toronto at the weekend to get married.

•

NORMAN PANAMA and MELVIN FRANK, producers, directors and writers, will arrive here from the Coast tomorrow.

•

EDWARD L. HYMAN, United Paramount Theatres vice-president, and his assistant BERNARD LEVY are in Salt Lake City.

•

W. PARKMAN RANKIN, manager of motion picture advertising for *This Week* magazine, is spending two weeks in Hollywood from New York.

•

NAT LEVY, RKO Radio Eastern division sales manager, left New York last night for Chicago and Detroit.

•

ARTHUR CANTON, M-G-M Eastern division press representative, left here yesterday for Boston.

•

JOSEPH EHRLICH, RKO Radio short subjects publicity manager, will leave here today for Philadelphia.

•

JAY EISENBERG of M-G-M's legal department is due back here Monday from a tour of Southern exchanges.

Cleve. Theatre Group Reelects Schwartz

CLEVELAND, Jan. 20. — Ernest Schwartz today was reelected president, secretary and general manager of the Cleveland Motion Picture Exhibitors Association, for his 30th term. Also reelected were Albert E. Ptak, vice-president, and Ted Vermes, treasurer.

Saville - Spillane Films for UA Release

United Artists will release the films which Victor Saville will produce from the novels of Mickey Spillane, it was announced here yesterday by UA president Arthur B. Krim.

The first two Spillane stories Saville will make are "I, the Jury" and "Kiss Me Deadly."

MPAA-NETTC to Kick-Off Resumed FCC Hearings

WASHINGTON, Jan. 20.—The Motion Picture Association of America and the National Exhibitors Theatre Television Committee will start off Monday's resumption of hearings before the Federal Communications Commission with further witnesses to complete technical and cost accounting testimony which was started last October.

The hearings on the allocation of frequencies for theatre television is expected to last until March, with intermittent breaks. In the opening stage, MPAA-NETTC witnesses will include engineering expert Andrew Inglis, cost expert Manfred Toeppen, technical expert Richard Hodgson of Paramount, and Lester Isaac, director of projection and sound for Loew's.

This stage is expected to last two to three days, Following that there will be direct testimony on technical and cost accounting phases by A. T. and T., RCA, and other parties, then there will be cross-examination of all witnesses and then rebuttal testimony by all parties on the technical-cost phases. All this will consume at least another seven or eight days.

Following completion of all phases of the technical and cost testimony, the MPAA and NETTC will start their non-technical testimony about the development of the industry, the need for theatre TV and its advantages, and similar matters. Then all parties will give their non-technical testimony, and the need for theatre TV and its advantages, and similar matters.

In all, at least 10 more days will be consumed on non-technical testimony.

NV Orders Second 10,000,000 Viewers

HOLLYWOOD, Jan. 20.—Natural Vision Corp. president Milton Gunzburg has ordered a second 10,000,000 of three-dimension viewers from Polaroid Corp. to meet demands from theatres that will play Warner Brothers "Wax Works," now in production in the Natural Vision process.

First 10,000,000 were ordered when "Bwana Devil" was placed in circulation, and from this supply 1,000,000 are committed to Sol Lesser for his use in American exhibitions of his English-made short subjects program.

Set 'Bwana' for Baltimore, Buffalo

The three-dimensional Natural Vision "Bwana Devil" will next open in Baltimore and Buffalo.

In Baltimore, the film will be shown at Warner Brothers' Stanley starting Jan. 29, with prices boosted from 90 cents for matinees to $1.25, including tax.

In Buffalo, the film will open at the Center Theatre tomorrow, following an advance build-up by press, radio, screen and lobby.

KATO Meet March 25-26

LOUISVILLE, Jan. 20.—The annual convention of the Kentucky Association of Theatre Owners has been set for March 25-26 at the Brown Hotel here. It will again feature display space by theatre supply manufacturers.

'Brotherhood' Group To Meet Here Today

Phil Hodes, New York City distributor chairman for "Brotherhood Week" (Feb. 15-22), has called a meeting of co-chairmen and branch managers of this area for tomorrow at 2:30 P.M. in the office of Spyros Skouras, Jr. Among those scheduled to attend are Sam Rinzler, Michael Edelstein, John A. Cassidy, Skouras, Jr., and Hodes.

The industry's campaign kits for "Brotherhood Week" are enroute to all offices of National Screen Service from which they will be distributed to exhibitors. Each kit contains a campaign book, one-sheet honor roll, 35 membership cards, a display card and a letter from Sol A. Schwartz, national chairman for the committee.

Si Seadler, advertising - publicity chairman for the industry's participation, said that most exhibitors should have the campaign kits by the end of this week.

Industry Cited for Efforts In Promoting 'Brotherhood'

ALBANY, N. Y., Jan. 20.—Tribute to the industry for demonstrating "the practical things that can be done to promote the ideas of brotherhood," was voiced by Dr. Carlyle Adams, religious editor of the Albany *Times Union*, in an address before the Variety Club last night. A dinner marked the launching of the campaign in this exchange district for observance of "Brotherhood Week," Feb. 15-22.

Para. to Distribute Danny Kaye Starrer

A deal to finance and distribute Danny Kaye's independent production, "Knock on Wood," on a participation basis, has been closed by Paramount. Norman Panama and Melvin Frank are associated with Kaye in the production, which will be filmed in England this spring in color by Technicolor.

Kaye will star with Panama and Frank producing and directing from their original screenplay. Sylvia Fine (Mrs. Kaye) will do the original musical numbers for the picture.

Mass 'Condor' Openings

A series of mass, regional openings has been set by 20th Century-Fox for "Treasure of the Golden Condor" beginning early next month. Pacific and New England states will be first, followed by the Central and Midwest territories and then the South.

Heavy advertising and exploitation campaigns have been set for each of the regional openings.

Inauguration Hits Baltimore Business

Baltimore, Jan. 20.—Motion picture theatres here today severely felt the competition of President Eisenhower's inauguration. Theatres as well as downtown streets were practically deserted.

Baltimoreans who did not journey to neighboring Washington to witness the ceremonies evidently looked in on television.

ELC Suit Pre-Trial To Be Set Feb. 25

A pre-trial conference will be set on Feb. 25 when Chesapeake Industries' $15,000,000 anti-trust suit against Loew's and RKO theatres will be called on the calendar in Federal Court here.

The conference, according to a Chesapeake Industries attorney, will follow the Feb. 25 call in court. No trial date has been set as yet, it was added. Chesapeake Industries, as the owner of the now-dissolved Eagle Lion Classics, is pressing the suit, which charges that ELC had been denied access to the New York market because of an alleged split by Loew's and RKO theatres of film product. It was charged that this arrangement prevented any opening of the market to ELC.

Although no damage award against the major film companies is sought, the distributors are named in the complaint.

11 AA Films to Go Into Production

HOLLYWOOD, Jan. 20.—Eleven films, five in color, will be placed in production by Allied Artists between the resumption of production, on the completion of physical plant alterations now in progress, and June, executive producer Walter Mirisch told the company's producers at a blue-printing session today.

Mirisch also announced the promotion of associate producer Edward Morey, Jr., to full producership, and assigned him "Green Hills of Idaho," newly acquired property, to produce in color.

Two among the 11 named—"Black Knight," which Mirisch will produce personally, and "Wichita," Wyatt Earp biography — are to go in color in Technicolor.

'Top Brass' at Premiere

An audience of distinguished personalities from the entertainment, military and social fields, including 200 top-ranking Army and Air Force officers and officials of the Air Force Association will be invited guests at Metro-Goldwyn-Mayer's Metropolitan premiere of "Above and Beyond" at Brandt's Mayfair Theatre here on Thursday evening, Jan. 29.

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LANA AND KIRK HAVE GONE TO WORK!

Beautiful Business Everywhere For M-G-M's Sensational Hit!

(Press Time Flash!) Music Hall topping terrific engagement of "Million Dollar Mermaid"!

"THE BAD AND THE BEAUTIFUL"

★

M-G-M presents Lana Turner • Kirk Douglas • Walter Pidgeon • Dick Powell in "THE BAD AND THE BEAUTIFUL" • co-starring Barry Sullivan • Gloria Grahame • Gilbert Roland • with Leo G. Carroll • Vanessa Brown • Screen Play by Charles Schnee • Based on a story by George Bradshaw • Directed by Vincente Minnelli • Produced by John Houseman

(A date to remember, Brotherhood Week's Silver Anniversary Feb. 15-22)

Snaper Thinks

(Continued from page 1)

"Salome" as an example of what he described as abusive trade practices in general by "distribution as a whole," Snaper analyzed Columbia's current trade press advertising which set forth the company's selling plans for the picture. Snaper was especially critical of Columbia's decision to "limit the pre-release engagements to qualified theatres in cities of 75,000 population or more." Such a policy, he said, was a "rank discrimination" against most of the exhibitors of the country.

First Time, Says Snaper

In addition, Snaper continued, Columbia, via the trade press ads, is "suggesting" that the exhibitors raise their admission prices for "Salome" and, in effect, if the exhibitors don't raise them, the company can reject the offers. So far, this is the first time that "price-setting" has been recognized as a practice, Snaper said.

Such a policy, Snaper asserted, will pave the way for similar sales plans on 20 or more pictures by other companies. Exhibitors cannot stay in business if the distributors tell them how to play their product, he stated. The effect on theatres is that important pictures come along but the exhibitors can't play them because of the terms and the necessity for raising the admission prices; and by pre-releasing them in larger situations, the films lose their value by the delay in their availability to the balance of exhibitors, Snaper pointed out.

Protesting the current trade practices to the distributors will do no good, Snaper said, adding that "there must be a bigger power." Columbia's policy on "Salome" has laid the basis for Allied's determination to "take direct action," which conceivably could "bring on more litigation," he said. Allied will participate in no more talks on arbitration until the distributors agree to the reforms demanded by the association, the Allied president contended.

Arbitration should be designed to help the 80 per cent of exhibitors who do not have first-run privileges, Snaper said, pointing out that Allied was not opposed to the establishment of an arbitration system but to the abuses that were not covered by the distributors' draft. Asked whether an arbitration system could be set up without Allied's participation, Snaper said that any plan would have to get the approval of the court and that the court would expect full exhibitor cooperation.

If the distributors want arbitration, Snaper said, they should express themselves on the abuses alleged by Allied. He indicated that the issue would remain in status quo until distributors showed a willingness to initiate reforms.

Coast RKO Heads

(Continued from page 1)

Foote, Cone and Belding advertising ageney aceount executive, handling the company's advertising.

Richard Condon will have charge of New York publicity and advertising under Coast supervision, and Lieber will meet with Condon later this week to outline operations.

$4,900,000 in Guarantees

(Continued from page 1)

and Yugoslavia may still be converted later under outstanding contracts.

So far, ECA and State have made contracts with the Motion Picture Export Association and with individual film companies guaranteeing convertibility on $6,120,260 of earnings, almost entirely in Germany and Yugoslavia.

The Yugoslav contracts, never before announced, were negotiated during the last one to four months by the State Department. They were the first contracts written for that country, with the MPEA getting one contract for all major distributors and two smaller contracts written by independents. So far, no payments have been made under the Yugoslav contracts, which involve about $265,500 in guarantees.

All other contracts were written by ECA before it turned the program over to the State Department last summer. With the exception of one small contract for Encyclopedia Brittannica Films in Norway, all the earlier contracts were for distribution in Germany.

State Department officials said they had received no requests for new German contracts.

The information media guarantee program was set up by Congress as part of the foreign aid program, and was designed to keep U. S. films, magazines, books and other information media circulating in Europe. The program guaranteed distributors the convertibility into dollars of so much of their earnings as needed to cover all of their out-of-pocket expenses in connection with distributing the films covered by the contract in the particular country involved, plus a portion of the original film cost.

Here is a summary of the film contracts written so far:

COLUMBIA PICTURES: Guaranteed convertibility of $384,549 earned on distributing 11 features and four documentaries in Germany. So far, $277,772 has been paid.

EAGLE-LION: Guaranteed and paid $52,485 of earnings on two features distributed in Germany.

ENCYCLOPEDIA BRITANNICA: Guaranteed convertibility of $27,428 earned on showing film strips and educational pictures in Norway, and so far actually paid $19,374.

H. AND C. ENTERPRISES: Guaranteed convertibility of $35,464 earned on "Cyrano" in Germany. So far, nothing paid.

SAMUEL GOLDWYN PRODUCTIONS: Guaranteed $121,320 and actually paid $120,920 on earnings of five features in Germany.

GUARANTEED PICTURES: Guaranteed $1,200 for distributing "The Charlie Chaplin Film Festival" in Yugoslavia. So far, nothing paid.

KEYSTONE PICTURES: Guaranteed and paid $13,013 for distributing educational news and feature films in Germany.

LOEW'S INTERNATIONAL: Guaranteed $734,800 and paid $733,955 for distributing 19 features, 10 shorts and one documentary in Germany.

MOTION PICTURE EXPORT ASSOCIATION: Guaranteed $1,067,394 and so far paid $827,394 on earnings of 120 features and nine shorts in Germany and Yugoslavia. Of the total guaranteed, $240,000 represents a guarantee on the earnings of 40 features in Yugoslavia, the rest covers German distribution.

PARAMOUNT PICTURES: Guarantee of $617,845 on earnings of 17 features and seven shorts in Germany, with payments so far amounting to $475,124.

RKO PICTURES: A total of $848,820 guaranteed and $797,172 paid so far on earnings of 20 features and 11 shorts distributed in Germany.

REPUBLIC PICTURES: For distribution in Germany of nine features and one short, a guarantee of $314,000 and payment so far of $167,639.

SELZNICK RELEASING ORGANIZATION: Guarantee of $124,055 and payment so far of $95,541 on release of five features in Germany and Yugoslavia. Of the total guarantee, $13,500 is alloted to Yugoslavia.

STEELMAN-KRAMER: Guarantee of $34,417 for distributing "The Champ" in Germany. So far, nothing paid.

EDWARD SMALL PRODUCTIONS: Guaranteed and paid $25,370 for distributing one feature in Germany.

TWENTIETH CENTURY-FOX INTERNATIONAL: Guaranteed $698,640 and so far paid $589,319 on release in Germany of 18 features and four shorts.

UNIVERSAL: Guaranteed $517,000 and so far paid $373,381 on earnings of 16 features and seven shorts distributed in Germany.

WARNER BROTHERS: Guaranteed $502,459 and so far paid $346,260 on distributing 15 features and one short in Germany.

John Joseph

(Continued from page 1)

recently announced for Detroit.

Most recently, Joseph had been Eastern publicity manager for M-G-M. Before that, he was advertising and publicity director for Universal. Joseph has also had theatre experience in the Central States, with Balaban and Katz and RKO Midwest Theatres.

Joseph arrives here this morning for meetings with Lynn Farnol, Cinerama public relations consultant, before going to Detroit.

$9,000 for 'Meet Me'

COLUMBUS, Jan. 20. — Universal's "Meet Me at the Fair," which had its premiere at Loew's Ohio Theatre here on Saturday, is due to roll up a gross of $9,000 for the week, it is reported.

Cinerama Gets 2 Year Detroit Lease

DETROIT, Jan. 20.—Cinerama has been given a two-year lease on the Music Hall here, with a seven-year option, M. G. Gaskin, president of Music Hall, Inc., disclosed.

Changes in wiring and construction of projection booths on the main floor will start in mid-February. The final seating capacity of the house is slated to be 1,500, with the performance of "This Is Cinerama" scheduled to open on Easter Sunday.

Critics Honor Pascal

Gabriel Pascal, producer of George Bernard Shaw's "Androcles and the Lion," RKO Radio release, will be honored by members of the Foreign Language Film Critics Circle here today at the Hotel Plaza.

New Era

(Continued from page 1)

has changed. Through the Motion Picture Industry Council, headed by Art Arthur, the "Red" infiltration of the industry was wiped out. Television has developed to a point where it not only will be the industry's main advertising medium, but "can very well be our distribution medium." Rhoden said that the challenge of television had been answered through a great improvement in picture quality which has been reflected in box-office grosses. With this improvement, Wall Street investment services now are recommending the purehase of entertainment stocks, Rhoden said, declaring that "we have re-established the confidence and respect of the investing public."

Rhoden praised industry personalities who are giving their services to public relations, singling out John Wayne, Ronald Reagan, Bob Hope, Irene Dunne, Loretta Young, Audrey Totter, Frances Langford, George Murphy, Walter Pidgeon and others.

"So with the improved quality of entertainment, and with public confidence again restored, with the advance of technological developments in depth pictures, it looks as if the motion picture industry stands on the threshold of a new era," Rhoden said.

With the growth of the country and the increase of the birth rate, producers realize that every 10 years they have a potential of millions of new customers, Rhoden asserted, adding that pictures made six or seven years ago have a potential additional earning of from 30 to 40 per cent of their original value. That is the reason, he said, why "smart producers today are not selling their old negatives to be dissipated in a single shot over television."

Rhoden stressed his "pet" subject, the "children's vacation matinees" in his territory, a project that has built new customers and at the same time given exhibitors a satisfaction of service to their communities. He said he would submit the plan, as chairman of the public relations committee of the Theatre Owners of America, to the TOA board for adoption at its meeting here next week.

Better Films Support

(Continued from page 1)

council delegates at the Gotham Hotel, Mrs. McGinn stated that a continuing flow of worthwhile screen fare from the studios can be encouraged only by getting behind the meritorious films and eooperating with exhibitors who play them.

Mrs. McGinn, a pioneer in the establishment of film councils throughout California, said that motion pictures are playing a vital role in the nation not only through their morale-building qualities but as a valuable medium of information and education.

Mrs. McGinn lauded the industry for welcoming constructive criticism from the film councils and for providing preview facilities for the national previewing organizations.

"Other major industries in this country," she said, "would do well to follow the film industry's example of inviting public appraisal of its product."

Mrs. McGinn's talk followed a screening of M-G-M's "Lili" and the documentary featurette, "The Hoaxters."



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Starr to Meet With Trade Press Daily

Industry trade press representatives will meet with Alfred Starr, president of the Theatre Owners of America, at the conclusion of each day's sessions of the board of directors next week at the Hotel Pierre here. The board meets Monday and Tuesday, with an executive committee parley scheduled for Sunday.

TOA Board

(*Continued from page* 1)

good. "In an industry so beset with strife, with litigation, and with ill-will, I know of no better way to improve know of no better way to improve relations than through the frank discussion of mutual problems. There are those who wish to run to the police to seek governmental interference. If that approach can lead anywhere, it will be only to greater stricturing of our industry. It is difficult to comprehend how men who are so close to the chaos created by the decisions and by decrees in U. S. vs. Paramount, et al., can now go back to the same source for more purported help. Where and when in industry history has government been of any assistance to exhibitors in the operation of their business?"

Tri-Opticon in N. Y.

(*Continued from page* 1)

Warner, Tri-Opticon will play the State, or vice versa.

Meanwhile, the Tri-Opticon program is continuing to smash records at the Pilgrim Theatre in Boston, according to Seymour Poe, representative of the Sol Lesser project. The tri-dimensional subjects grossed $22,000 at the house in the first four days of its engagement which opened last Thursday at the Pilgrim. It is estimated that the show will hit $30,000 for the week.

Max Roth, Midwest sales manager for Tri-Opticon, who is in New York from Chicago, said here that the new medium drew 75,000 patrons in two-and-a-half weeks at the 600-seat Telenews Theatre in Chicago. The program is now in its fourth week and will stay for at least two more.

Following a Denver opening yesterday, Tri-Opticon will make its next debut in Salt Lake City.

Republic

(*Continued from page* 1)

bert Yates, addressing the meet, highlighted the company's forthcoming product. In commenting on Webster's promotion from within the ranks of the organization, he stated his belief that opportunities in the industry are as great as ever for qualified and enthusiastic manpower.

James R. Grainger, executive vice-president and director of sales, presided over the business sessions, which were attended by branch managers Abe Fischer, Chicago; Jack G. Frackman, Milwaukee; J. E. Loeffler, Minneapolis; R. F. Withers, Kansas City; Harry Lefholtz, Omaha; Nat E. Steinberg, St. Louis; as well as Richard G. Yates, executive assistant to Grainger, and Jack Alexander, contract department manager.

Review

"Treasure of the Golden Condor"

(20th Century-Fox)

HIGH ADVENTURE, plus color by Technicolor, is offered in "Treasure of the Golden Condor" and film audiences who wish to escape from the cares of every day life should find it very enpoyable. Wrapped up in this Jules Buck production is a tempestous romance, a son seeking to regain his rightful title, fisticuffs, a treasure hunt into Guatemala, a picturesque, philosophical Scotsman and added ingredients which lift this film above others of its type.

Featured are Cornel Wilde, as the son seeking to redeem his name and title; Constance Smith, the beautiful woman he finally teams up with, and Finlay Currie, adventurous Scotsman who turns in an excellent characterization.

The story really gets rolling when Wilde rebels against his bondage to his uncle, the Marquis de St. Malo, played by George Macready, by seeking a hidden treasure in the far-off Mayan hills of Guatemala. The background for his rebellion is that Wilde is the rightful heir to his uncle's title and lands, and he goes on this adventure to win his fortune and claim. Although there are a number of incredible incidents in time and place, the events are so engrossing on the whole that the picture wins acceptance. The fortune is found and Wilde returns and wins his claim, only to return to the Mayan hills to join Constance Smith and her father, the philosophical Scotsman who has found peace away from civilization.

Others in the cast are Walter Hampden, Anne Bancroft, Fay Wray, Leo G. Carroll, Konstantin Shayne, and Louis Heminger. Delmer Daves directed and wrote the screenplay, which was based on a novel by Edison Marshall.

Running time, 93 minutes. General audience classification. For February release.

MURRAY HOROWITZ

Remove French Film On Cleric's Protest

TORONTO, Jan. 20. — The Ontario Board of Moving Picture Censors ordered withdrawal of the French feature "Clochemerle" on the complaint of Most Rev. Alexandre Vachon, Archbishop of Ottawa, that the film is vulgar and discredits the Church and clergy.

The prelate demanded that the Canadian Senate committee investigating obscene literature broaden its scope to study such imported films as "Clochemerle."

The French picture was showing at the Elgin Theatre, Ottawa, when the protest came from the Archbishop and the engagement was terminated so that the Ontario censors could review the film which had previously been approved in the classification of adult entertainment.

'Stars' Parties Set For Exhibitors

Luncheons and cocktail parties for exhibitors in six Eastern seaboard cities will accompany screenings of "The Stars Are Singing," whose star, Rosemary Clooney, will attend, following the Jan. 28 world premiere of the picture in her home town, Maysville, Ky.

Paramount has scheduled the affairs for Boston, Feb. 2; New York, Feb. 3; Philadelphia, Feb. 4; Washington, Feb. 5; Atlanta, Feb. 6, and Nashville, Feb. 7 and 8, where a reception for Miss Clooney will be given by Gov. Frank Clement of Tennessee.

Wolf Is Reelected

(*Continued from page* 1)

Levine, Realart, sergeant-at-arms; Fred Mayer, Universal, and Kitty Flynn, Paramount, trustees; and the following directors: Archie Berish, RKO Theatres; Alex Arnswalder, 20th Century-Fox; George Trelling, Fabian; Harold Klein, J. J. Theatres; Harry Margolis, M-G-M; Lillian Seidman of Harris Theatres.

Formal installation will be held on Feb. 2 at New York's Hotel Taft.

SPG to Hold Series Of Press Luncheons

HOLLYWOOD, Jan. 20.—The Screen Producers Guild announces the first of a series of round table luncheons on Jan. 28 at which members of the Guild will meet informally with members of the press for a general discussion of industry problems. The luncheon will take place at the Brown Derby, with a dozen producers and an equal number of press representatives present. Idea for the luncheon-meetings emanated in the Guild's public relations committee, chairmanned by Samuel G. Engel.

To Release 'Dimes' Trailer on Friday

The 1953 March of Dimes film trailer, "Through the Years," starring Howard Keel, will be shown nationally, Friday, through Jan. 31, in theatres from Coast-to-Coast and in the U. S. territories.

The film, running five minutes, was made at Rancho Los Amigos Hospital in Los Angeles with almost 100 iron lung and rocking bed polio patients. The picture was made by M-G-M under the direction of Harry Loud. Distribution is handled by National Screen.

Unions Seek

(*Continued from page* 1)

formed, number of men to be taken with company, and any other matters pertinent to the employment of union members."

Although implementation was not fully outlined today, it is believed the council will establish a committee or other body for producers to consult with more conveniently than union by union.

Edelman Joins Elgar

Julius Edelman has been appointed vice-president and Jeanne Osen Remusat corporate secretary of Peter Elgar Productions, according to president Peter Elgar. Both have received stock in the firm.

National Pre-Selling

MRS. WALT DISNEY has written a six-page story called "I Live with a Genius" for the February issue of *McCall's Magazine*. The story is illustrated with pictures of Walt Disney photographed at home and at play and with six full-color stills from Disney's "Peter Pan." Also in this issue is a full-page ad on "Come Back, Little Sheba," Paramount picture starring Shirley Booth and Burt Lancaster.

•

Scenes filmed of Ava Gardner and Clark Gable on the set of M-G-M's "Mogambo" in East Africa will appear in the Jan. 24 issue of *Life*. Miss Gardner is shown taking a shower in an outside stockade while Gable looks on. A still of Jean Harlow and Clark Gable in "Red Dust" in a similar setting is shown as a contrast to the new M-G-M picture now being produced. A full-color ad on "Peter Pan" appeared in the Jan. 17 issue of *Life*.

•

A full-page ad on Paramount's "Come Back, Little Sheba" appears in the February issue of Woman's Home Companion. *Also appearing in this issue is a Lux Soap ad featuring Mona Freeman with copy for her RKO picture "Angel Face." In another ad, placed by Woodbury Cold Cream, a portrait and letter of Rhonda Fleming's dominate a full page. In her letter Rhonda recommends to readers that they see her new Paramount picture, "Pony Express."*

•

A Kapralik full-color caricature of the stars in M-G-M's "The Bad and the Beautiful" will appear on the front cover of the Jan. 25 *Pictorial Review*. The stars portrayed in the Kapralik drawing are Lana Turner, Kirk Douglas, Walter Pidgeon, Gloria Grahame, Dick Powell, Gilbert Roland and Barry Sullivan.

•

Twelve pictures are reviewed in the February issue of *Seventeen*, among them Paramount's "Road to Bali," Universal - International's "The Lawless Breed," Time Film's "Forbidden Games," M-G-M's "The Bad and the Beautiful," 20th Century-Fox's "My Cousin Rachel," Mayer-Kingsley's "Life Begins Tomorrow," Warner's "April in Paris" and Pictura's "Leonardo Da Vinci." Also in this issue is a full-page ad on "Come Back, Little Sheba."

•

Ruth Herbert tells what happens when the lunch bell rings on the ice pond set of Warner Brothers' "By the Light of the Silvery Moon," in the February issue of Good Housekeeping. *Doris Day and Gordon MacRae, starring in the picture, spent many hours skating before the camera. However, they enjoyed themselves at noontime, when they were joined by Ray Bolger, who did some of his comic dance routines on skates, and Virginia Mayo, Gene Nelson and Patrice Wymore, who performed like the skaters on the rink in Rockefeller Plaza, New York. Also in this issue is a four-color ad on Walt Disney's "Peter Pan."*

—WALTER HAAS



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Talk about *volume* and the mind of many a movie maker turns lovingly to thoughts of COMPANION Approval. Why? For one simple, sound-as-a-dollar reason: more than 4,300,000 women count on the COMPANION for movie news and guidance. By a delightful coincidence, they form the most intensely *loyal* movie audience in America today.

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All over the country "Against All Flags" is taking its place with U-I's top grossers of 1952

"BEND OF THE RIVER"

"THE WORLD IN HIS ARMS"

"BECAUSE OF YOU"

AGAINST ALL FLAGS

EARLIEST OPENINGS:

Topped "Bend", "World", "Because of You" at Spreckles Theatre, San Diego... **Bigger** than "Bend" and "World", Astor Theatre, Reading, Pa.; DeAnza Theatre, Riverside, Calif.; Paramount Theatre, Waterloo, Iowa. **Outgrossed** "World" and "Because of You", Esquire, Tower, Del Paso Theatres, Sacramento... **Playing to absolutely top grosses,** Crawford Theatre, Wichita; Florida Theatre, Pensacola; Broadway Theatre, Portland; Palace Theatre, Akron; Esquire Theatre, Stockton.

BLOCK OUT PLENTY OF PLAYING TIME!

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AGAINST ALL FLAGS

COLOR BY Technicolor

with ANTHONY QUINN • ALICE KELLEY • MILDRED NATWICK

Directed by GEORGE SHERMAN • Screenplay by AENEAS MacKENZIE and JOSEPH HOFFMAN • Produced by HOWARD CHRISTIE

A UNIVERSAL-INTERNATIONAL PICTURE

BACK BROTHERHOOD WEEK, FEB. 15-22.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 15 NEW YORK, U. S. A., THURSDAY, JANUARY 22, 1953 TEN CENTS

Vote 'Show of Shows' Best in 1952 TV Poll

'Love Lucy' Also Strong In Fame *Poll of Critics*

For the third consecutive year "Your Show of Shows" was voted the Best Network Television Program by television editors, critics and columnists of American newspapers and magazines, voting in the fourth annual Motion Picture *Daily-Fame* poll to pick the best on TV in 1952.



Max Liebman

The NBC-TV Saturday night champion, produced by Max Liebman and starring Sid Caesar and Imogene Coca, also was voted the Best Variety Program of 1952 on TV, and was third in the Best Comedy Show class.

Additional Honors

Further adding to the critical acclaim, Caesar was voted TV's Best Comedian of 1952, and took second place in the voting for Best Television Performer (Champion of Champions). Miss Coca was tied with NBC-TV's Jimmy Durante for third place in the Best Television Performer category, and took second place in the Best Comedienne division.

The top CBS-TV contender, in the critics' opinion, was "I Love Lucy," starring Lucille Ball and her husband, Desi Arnaz. It finished second in the Best Network Program class, and first in the Best Comedy division. In

(*Continued on page 4*)

Complete Results of TV Poll on Page 5

Complete results of the voting in the Motion Picture Daily-Fame fourth annual television poll will be found on Page 5 of this issue.

Coronation to Be Britain's First on Theatre TV Screens

By PETER BURNUP

London, Jan. 21.—British Broadcasting Company's televised program of the Coronation ceremony in June will give Britain its first public demonstration of large screen theatre television, and the first to a paying audience.

The government announced in the House of Commons today that special licensing arrangements have been made to enable the screening of BBC's Coronation coverage in theatres and other public places, whether to paying or non-paying audiences. The government will make no charges

(*Continued on page 6*)

Bloch Says Pictures Now in 2 Categories

Emphasis on film spectacles in the "super-production" class and the selection of stories of broad appeal which lend themselves to production on modest budgets is the Hollywood trend, Bertram Bloch, head of 20th Century-Fox's Eastern story department, said here yesterday at the community relations conference of national film council delegates at the Gotham

(*Continued on page 6*)

5-Man Board For New WB Theatre Firm

A five-man board of directors for the new Warner theatre company, headed by Simon H. Fabian, president of Fabian Enterprises, will be designated by the directors of the parent company, Warner Brothers Pictures, Inc., it was revealed here yesterday in the company's annual proxy statement to stockholders.

Other board members of the new theatre company, slated to be called the Stanley Warner Corp., to be designated are: Samuel Rosen, vice-president and treasurer of Fabian En-

(*Continued on page 6*)

Subscription TV Cited As Necessity

Boston, Jan. 21.—Unless "pay-as-you-see" television is established to help finance small town TV stations, more than 20,000,000 Americans will have virtually no TV service or will be without a nearby television station, according to H. C. Bonfig, vice-president and director of sales of Zenith Radio Corp.

Speaking before the Advertising

(*Continued on page 6*)

Fabian to Pay $7,498,994 For WB Theatres Stock

Fabian Enterprises, Inc., will pay the Brothers Warners and members of their family $7,498,994 for an approximate 27 per cent interest in the new Warner theatre company, slated to be formed Feb. 28, it was revealed here yesterday in a proxy statement sent to Warner Brothers stockholders

The price per share, according to the proxy, is $11.12 for 674,370 shares of the projected new theatre company stock, which will be capitalized at 2,475,300 shares. The majority of the 674,370 shares, it was disclosed, is owned either directly or beneficially by Harry M., Albert, and Jack L. Warner, with the remainder owned by their immediate families.

On the consummation of the trans-

(*Continued on page 6*)

Levy Is Tabulating Poll on 16mm. Suit

Results of a poll of Theatre Owners of America units on the stand that the TOA should take on the government's 16mm. anti-trust suit are being tabulated by TOA general counsel Herman Levy and will be announced at the executive committee and board

(*Continued on page 6*)

Grainger to Presidency of RKO on Feb. 9

Will Wind Up Duties at Republic, Meanwhile

While no official announcement has been made yet, confirmation was obtained yesterday that James R. Grainger will assume the presidency of RKO Radio on Feb. 9.



James Grainger

Grainger will spend the remainder of this month and the first week of February winding up his duties as executive vice-president of Republic Pictures before officially taking over his new post.

Among Grainger's uncompleted assignments for Republic is

(*Continued on page 7*)

Yates to Address Republic Meeting

The third meeting of Republic's current series of sales sessions will open here today at the home office, and will continue tomorrow, when Herbert J. Yates, company president, will address the session.

James R. Grainger, executive vice-president and director of sales, will

(*Continued on page 7*)

MGM to Produce Film in NV '3-D'

Hollywood, Jan. 21.—M-G-M will enter the three-dimension field with "Arena," in the Natural Vision process and using Ansco color, with shooting starting in approximately a month.

The film is a rodeo story by Arthur Loew, Jr., and will be shot principally in Arizona. Richard Fleischer will direct.

4th SMASH WEEK Fox Wilshire, L. A.

UA's MOULIN ROUGE

"HIGH SPOT OF THE YEAR!" —Film Daily

Starring JOSÉ FERRER
Directed by JOHN HUSTON
A ROMULUS Production
Color by TECHNICOLOR

Personal Mention

DAVID COPLAN, president of International-United Film Corp., will return to New York after a four-week European visit on Monday.

•

DOROTHY JEANNE SOULE, daughter of FRANK A. SOULE, chairman of the board of Pictorial Films, Inc., here, has become engaged to JOHN RUSSELL WARD.

•

ALFRED STARR, Theatre Owners of America president, has been appointed a member of the advisory board of medical education, research and health services of Vanderbilt University.

•

DAVID SARNOFF, chairman of the board of RCA, last night received a citation from the Congregation Emanu-El Men's Club here.

•

LOREN L. RYDER, head of Paramount's studio sound department, returned to Hollywood from New York by plane yesterday.

•

HAROLD WIRTHWEIN, Allied Artists Western sales manager, has returned to his Los Angeles office from Denver and Salt Lake City.

•

TOM WOOD, publicity director for Huntington Hartford Enterprises, has returned to Hollywood from New York.

•

BETTE DAVIS will receive a special citation from Hollywood's Foreign Press Association in conjunction with the organization's annual awards to be given on Feb. 14.

•

ED GALLNER, M-G-M press representative in Philadelphia, is here on vacation.

Peterson Heads Canadian Group

OTTAWA, Jan. 21.—The annual meeting here of the Association of Motion Picture Producers and Laboratories of Canada elected the following officers:

Dean Peterson, Toronto, president; W. J. Singleton, Montreal, vice-president; Pierre Harwood, Montreal, secretary-treasurer. It also named the following directors: James Campbell, Montreal; David Wansbrough, Toronto; Lew Parry, Vancouver, and Graeme Fraser, Ottawa.

The association reported 27 film producing companies as new members, the largest in its history.

Variety Banquet to Honor C. Carpentier

CHICAGO, Jan. 21. — The local Variety Club's installation of officers will be held Feb. 18 at the Congress Hotel, at a banquet honoring Charles F. Carpentier, Illinois exhibitor who was recently appointed Secretary of State in the new state government headed by Gov. Stratton.

George Murphy will be master of ceremonies of the event.

Producers, Brewer, Walsh Meet Today

Hollywood, Jan. 21.—AFL Film Council chairman Roy Brewer, IATSE president Richard Walsh, and representatives of several other member-unions in the council, will meet late tomorrow afternoon with representatives of the major studios at Association of Motion Picture Producers headquarters for a conference on problems raised by the resolution the council passed yesterday which seeks to dissuade American producers from making films outside the country.

Condon to Coast on New RKO Set-up

Richard Condon, currently operating as Eastern director of publicity and exploitation for RKO Pictures, will leave here tomorrow for the Coast for conferences with Perry Lieber, newly designated national publicity and exploitation director.

Condon, it was learned, will be accompanied by Louis Gaudreau, business manager of the advertising, publicity and exploitation departments.

The appointment of Lieber as publicity and exploitation director and the designation of Ellison Vinson as national advertising director, will move the headquarters of those departments to the Coast. Ben Grimm will serve as Eastern advertising manager under Vinson, it was learned.

Brandt and Golding Touring for 'Hans'

Leon Brandt, exploitation manager for RKO Radio, will leave New York today for Dallas where he will join David Golding, director of advertising and publicity for Samuel Goldwyn Productions, in a tour of Texas cities to set campaigns for openings of "Hans Christian Andersen."

The two will meet in Dallas with Robert J. O'Donnell and Frank Starz, executives of the Interstate circuit. Brandt also will confer with Hap Eaton, RKO Radio field exploitation representative, and other field men who will be assigned to handle openings in Dallas, Fort Worth, San Antonio and Houston.

Field Meetings on RKO Anniversary

RKO Radio branch managers throughout the country are currently holding preliminary meetings with salesmen and bookers in preparation for the company's "25th Anniversary Drive" which gets under way March 6 for 16 weeks.

Division meetings will be held in mid-February at which final plans for the drive will be set.

Italian Films Export Distribution Setup In Full Operation

The Italian Films Export Releasing Corp. distribution facilities are now in full operation with the appointment of five division managers, it was reported here yesterday by Bernard Jacon, sales vice-president.

Seymour Schussel, for 14 years with Columbia Pictures, and most recently sales manager for Joseph Burstyn, Inc., has been named IFE Eastern division manager and assistant to Jacon. Schussel will be at New York headquarters. Working as sales-exploitation men in his division will be Phil Levine, covering Metropolitan New York, and Ellis L. Gordon, in Boston, New Haven and Albany.

Heading the Central office in Cleveland is Mark Goldman, who has covered that area for the past 20 years in sales executive positions for various distributors. His territory will include Cincinnati, Indianapolis, Buffalo, Detroit and Pittsburgh.

Hubert M. Lyons, whose 26-year industry background includes positions with RKO Radio, United Artists and FBO, is division manager for the South.

The Midwest division is headed by Harry H. Walders, an RKO Radio and United Artists executive for 16 years. He will cover Milwaukee, Minneapolis, Omaha, Des Moines, St. Louis, Kansas City and Chicago.

Alex Cooperman, former booker, office manager and salesman for M-G-M, Universal and Eagle Lion and branch manager for Lux Films until its recent acquisition by IFE, has been appointed Western division manager. He will be assisted by Ed Penn, sales-exploitation man for the Pacific Northwest.

O'Connor Home Office NCCJ Chairman

Thomas O'Connor, treasurer of RKO Theatres, has been appointed home office chairman of the amusement industry's campaign in behalf of the National Conference of Christians and Jews' "Brotherhood Week," Feb. 15-22, according to the amusement division's national chairman, Sol A. Schwartz, head of RKO Theatres.

Name 'Brotherhood' Group for Albany

ALBANY, Jan. 21. — Exhibitors of the Albany exchange area will attend a meeting in the Delaware Theatre Monday to arrange for industry observance of "Brotherhood Week," according to an announcement by exhibitor co-chairman Charles A. Smakowitz, who also disclosed that he had appointed an exhibitor committee.

It comprised: Saul J. Ullman, Fabian division manager; Leonard L. Rosenthal, Council for Upstate Theatres, Inc.; Guy A. Graves, Fabian Schenectady city manager; Charles Gordon, owner of the Olympic, Utica; Frank Williams, head booker for Benton Theatres of Saratoga and Gus Lampe, general manager of the Schine Circuit, Gloversville.

Business Too Slow, Oregon Censors Quit

Portland, Ore., Jan. 21.—The Portland Motion Picture Censor Board will be abolished, reports its members, who state that in the past two years they found objectionable scenes in only 12 of 1,853 features and short subjects reviewed. The cost in time and money is too great for the results obtained, board members have concluded.

FCC Is Asked to Grant WU Petition

WASHINGTON, Jan. 21.—The Motion Picture Association of America and the National Exhibitors Theatre Television Committee today urged the Federal Communications Commission to grant Western Union's petition to include the question of inter-connection in the coming theatre television hearings.

Western Union last week asked the Commission to add to the hearing agenda the desirability of requiring common carriers like the American Telephone and Telegraph Co. to permit other carriers to tie into their systems for TV relaying.

MPAA and the NETTC told the Commission today they were primarily interested in obtaining exclusive frequencies for theatre television. But, they said, the Commission has already decided to consider whether theatre TV should be carried by common carriers rather than on exclusive frequencies and therefore it might as well consider all related issues, including interconnection.

A. T. and T. is expected to file a statement strongly objecting to the Western Union proposal.

Skouras Report on Global Trip Today

Spyros P. Skouras' report on his recent global tour is expected to occupy the principal portion of the meeting here today of company presidents and their foreign department managers. It is expected that aspects of the international film situation will be delved into more thoroughly at another session of foreign heads next Wednesday.

The meeting today, to be held at the Motion Picture Association of America headquarters, will be presided over by Eric Johnston.

Services Here Today For CBS' Nila Mack

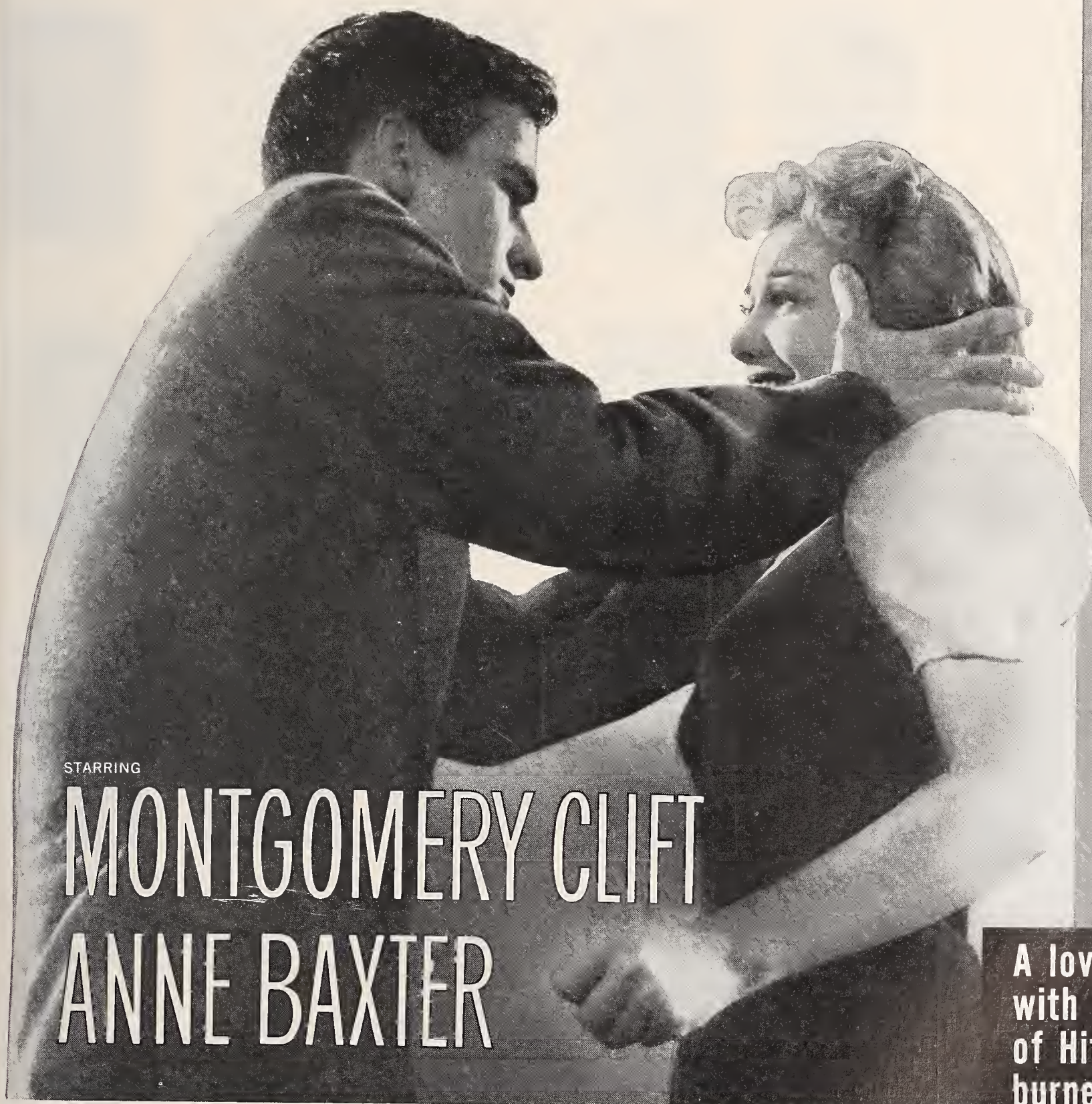
Funeral services for Nila Mack, 62, producer of the children's radio program, "Let's Pretend," on CBS for the past 23 years, will be held today at Campbell's Funeral Church here, with interment in Arkansas City, Kan. Miss Mack died on Tuesday.

The program won the *Motion Picture Daily-Fame* award as the "Best Children's Program" on radio in 1941, 1943 to 1947 and 1952.

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SOON THE RELENTLESS SUSPENSE OF ALFRED HITCHCOCK'S

"I Confess"!



STARRING

MONTGOMERY CLIFT
ANNE BAXTER

WITH

KARL MALDEN · BRIAN AHERNE

ROGER DANN DOLLY HAAS
CHARLES ANDRE

SCREEN PLAY BY
GEORGE TABORI AND WILLIAM ARCHIBALD

MUSIC COMPOSED AND CONDUCTED BY DIMITRI TIOMKIN

Enroll 25 members for the 25th Anniversary of Brotherhood Week, Feb. 15 to 22

TRADE SHOW FEBRUARY 4

ALBANY
Warner Screening Room
110 N. Pearl St. • 8:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 8:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 12:15 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 1:30 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
Sterenco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 7:30 P.M.

A love story with the brand of Hitchcock burned in!
Filmed in Canada's colorful Quebec by
WARNER BROS.

1952 TV Poll

(*Continued from page* 1)

addition, Miss Ball was voted Best Television Performer (Champion of Champions) and TV's Best Comedienne of 1952. The single program thus accounted for three first places in the poll for CBS-TV, equalling the first place results rung up for NBC-TV by "Your Show of Shows" and its stars. Miss Ball obviously fulfilled in 1952 the expectations of the critics, who had voted her Television's Most Promising Female Star in the 1951 poll.

While other programs and performers also maintained their popularity with the critics for another year, there were some notable TV names missing from the voters' list of favorites. For instance, Herb Shriner, who was voted Television's Most Promising Male Star of 1951, did not finish among the leaders of 1952, as the voting critics named them. Other toppers of earlier polls who dropped in the critics' favor included Milton Berle, Jimmy Powers and his Sports Show, and Red Skelton.

'Studio One' Repeats

Among those continuing in voters' favor are CBS-TV's "Studio One," which was voted Best Dramatic Program on TV for the third consecutive year; Groucho Marx's NBC-TV Show, "You Bet Your Life;" again voted Best Audience Participation Program; the NBC-TV Kate Smith Show, Best Daytime Program; NBC-TV's Kukla, Fran & Ollie, Best Children's Program; NBC-TV's "Voice of Firestone," Best Classical Musical Program; NBC-TV's John Cameron Swayze, Best News Commentator; CBS-TV's John Daly, Best Master of Ceremonies, and NBC-TV's "Meet the Press," Best Panel Discussion Program.

Hit Parade Picked

Among newcomers to critical favor in the 1952 poll are NBC-TV's "Your Hit Parade," presided over by Raymond Scott, which supplanted the Fred Waring Show as Best Popular Musical Show; NBC-TV's Dinah Shore, voted Best Female Vocalist; CBS-TV's Perry Como, Best Male Vocalist; NBC-TV's "Dragnet," with Jack Webb, Best Mystery Program, replacing 1951's "Man Against Crime;" CBS-TV's Mel Allen (also freelance), Best Sportscaster, and Dennis James (NBC-TV, ABC-TV), Best Announcer.

In classifications newly added to the poll, CBS-TV's "What's My Line?", with John Daly, was voted Best Panel Show, and "Midwestern Hayride" was voted Best Rural Musical Show.

Wally Cox Liked

NBC-TV's Wally Cox ("Mr. Peepers") won out over CBS-TV's Red Buttons in the critics' balloting for Most Promising Male Star in TV in 1952. CBS-TV's Maria Riva copped the vote in the Female category of that division, with Joan Davis and Rosemary Clooney finishing in that order in a closely contested race for the runner-up positions.

Dr. Roy Marshall's announcements for Ford Motors were designated TV's Best Commercial Presentations of 1952.

Voting in the 1952 poll continued to increase, as it has in each of the four years that the poll has been conducted. The trend reflects the steadily expanding national TV coverage and the attention given to it by newspapers and magazines.

However, even as those periodic audience survey reports reveal that the average TV viewer after shutting himself up in his home with his new television set for six months to a year, eventually becomes sated and occasionally ventures outdoors again for his entertainment, even so is it with the critics.

Those who have been at their jobs for several years in the older, well saturated-with-TV areas, display an impatience with what some describe as the sameness of TV programming that is absent from comments made by professional viewers who have been at their jobs for briefer periods. The latter are tolerant and hopeful; the former, sometimes sharply critical and, when they encounter a rare program tidbit, more surprised than encouraged.

Commercials Irk

Television's commercials irk the critics even more, if that is possible, than radio's. There are too many of them, they say, they run too long, are too blatant and obvious, for the most part.

Other criticisms are of shoddy and inadequate productions; too many filmed programs and too many of inferior quality and entertainment value, and too little new talent and program ideas.

On the plus side, the critics, or some of them, feel that television does a good job, when it has the opportunity to do so, on special events and local spot news. Many commended the thorough job done in covering the national political conventions in Chicago last summer and lauded much of TV's sports coverage.

Television's Best of 1952



Sid Caesar



Imogene Coca



Lucille Ball



Dinah Shore



Groucho Marx



Raymond Scott



Perry Como



Kate Smith



Jack Webb
Star of Dragnet



John Daly



Worthington Miner
Producer
Studio One



Burr Tillstrom
Producer
Kukla, Fran & Ollie



Martha Rountree
Producer
Meet the Press



Howard Barlow
Conductor
Voice of Firestone



J. C. Swayze



Dennis James



Wally Cox



Maria Riva



Mel Allen



Dr. Roy K. Marshall
Ford Theatre

Complete Results of 1952 Television Poll

COMPLETE results of the voting by American newspaper and magazine television editors, critics and columnists in MOTION PICTURE DAILY's fourth annual television poll for *Fame* appear below. Sponsors, agencies networks and telecast time (E. S.T.) are given with first place winners; network only for others.

BEST NETWORK PROGRAM

1. YOUR SHOW OF SHOWS (Multiple sponsors; NBC-TV, Saturdays, 9:00-10:30 P.M.).
2. I LOVE LUCY (CBS-TV).
3. SEE IT NOW (CBS-TV).

BEST TELEVISION PERFORMER

1. LUCILLE BALL (I Love Lucy, Philip Morris & Co., Ltd., Inc.—The Biow Co.—CBS-TV, Mondays, 9:00-9:30 P.M.).
2. SID CAESAR (NBC-TV).
3. IMOGENE COCA (NBC-TV).
   JIMMY DURANTE (NBC-TV) (Tied).

MOST PROMISING FEMALE STAR

1. MARIA RIVA (Guest)
2. JOAN DAVIS (NBC-TV).
3. ROSEMARY CLOONEY (Guest).

MOST PROMISING MALE STAR

1. WALLY COX (Reynolds Metals Co.—Russell M. Seeds Co.—NBC-TV, Sundays, 7:30-8:00 P.M.).
2. RED BUTTONS (CBS-7V).

BEST DRAMATIC PROGRAM

1. STUDIO ONE (Westinghouse Electric—McCann-Erickson, Inc.; CBS-TV, Mondays, 10:00-11:00 P.M.).
2. ROBERT MONTGOMERY PRESENTS (NBC-TV).
3. TELEVISION PLAYHOUSE (NBC-TV).

BEST MYSTERY PROGRAM

1. DRAGNET (Liggett & Myers Tobacco Co.—Cunningham & Walsh, Inc., NBC-TV, Thursdays, 9:00-9:30 P.M.).
2. FOREIGN INTRIGUE (Regional)
3. RACKET SQUAD (CBS-TV).

BEST VARIETY PROGRAM

1. YOUR SHOW OF SHOWS (NBC-TV. See Best Network Program).
2. TOAST OF THE TOWN (CBS-TV).
3. ALL STAR REVUE (NBC-TV).
   COMEDY HOUR (NBC-TV) (Tied).

BEST COMEDY SHOW

1. I LOVE LUCY (CBS-TV. See Best Television Performer).
2. COLGATE COMEDY HOUR (NBC-TV).
3. YOUR SHOW OF SHOWS (NBC-TV).

BEST COMEDIENNE

1. LUCILLE BALL (I Love Lucy—CBS-TV. See Best Television Performer.).
2. IMOGENE COCA (NBC-TV).
3. MARTHA RAYE (NBC-TV).

NBC-TV Captures 15 of 25 Firsts, Sweeps Three Complete Groups, in 1952 TV Poll

National Broadcasting Company's television programs and performers had an edge over the competition in top places (first, second and third) won in the MOTION PICTURE DAILY—*Fame* fourth annual television poll of American newspaper and magazine TV editors and columnists.

NBC-TV captured 15 of the 25 first places in the poll. Columbia Broadcasting System's TV programs and performers accounted for eight first places. American Broadcasting Co.-TV captured one first. Maria Riva, who was voted TV's Most Promising Female Star of 1952, was seen and heard during the year on guest spots of several networks, hence her first is not credited exclusively to any of them.

NBC-TV led in second place winners with 11, to CBS-TV's eight, and ABC-TV's one. NBC-TV also led with third place winners, having 12, one a tie, to CBS-TV's seven, one a tie, and the Dumont Network's two. Some of the second and third place winners were in guest spots on several networks, and regional programs not exclusive with any network, won in others and thus were not credited to a particular network.

Clean sweeps of the top positions in three classifications—Best Comedian, Best Classical Musical Show and Best Children's Program—were scored by NBC-TV. The Best Master of Ceremonies class was swept by CBS-TV.

BEST COMEDIAN

1. SID CAESAR (Your Show of Shows—NBC-TV. See Best Network Program).
2. JIMMY DURANTE (NBC-TV).
3. RED SKELTON (NBC-TV).

BEST FEMALE VOCALIST

1. DINAH SHORE (Chevrolet Motor Div., General Motors Corp., and Chevrolet Dealers—Campbell-Ewald Co.—NBC-TV, Tuesdays and Thursdays, 7:30-7:45 P.M.).
2. PATTI PAGE (NBC-TV).
3. ROSEMARY CLOONEY (Guest).

BEST MALE VOCALIST

1. PERRY COMO (Liggett & Myers Tobacco Co.—Cunningham & Walsh, Inc.—CBS-TV, Mondays, Wednesdays and Fridays, 7:45-8:00 P.M., repeat 9:45-10:00 P.M.).
2. TONY MARTIN (Guest)
3. BILL HAYES (NBC-TV).

BEST CLASSICAL MUSICAL SHOW

1. VOICE OF FIRESTONE (Firestone Tire & Rubber Co.—Sweeney & James Co.—NBC-TV, Mondays, 8:30-9:00 P.M.).
2. NBC Symphony Orchestra (NBC-TV).

BEST POPULAR MUSICAL SHOW

1. YOUR HIT PARADE (The American Tobacco Co.—Batten, Barton, Durstine & Osborne, Inc.—NBC-TV, Saturdays, 10:30-11:00 P.M.).
2. THE FRED WARING SHOW (CBS-TV).
3. THE PERRY COMO SHOW (CBS-TV).
   DINAH SHORE SHOW (NBC-TV) (Tied).

BEST AUDIENCE PARTICIPATION QUIZ SHOW

1. GROUCHO MARX SHOW (DeSoto Motor Corp.—Batten, Barton, Durstine & Osborne, Inc.—NBC-TV, Thursdays, 8:00-8:30 P.M.).
2. BREAK THE BANK (CBS-TV).
3. STRIKE IT RICH (CBS-TV)

BEST PANEL QUIZ SHOW

1. WHAT'S MY LINE? (Jules Montenier, Inc.—Earle Ludgin & Co., Inc.—CBS-TV, Sundays, 10:30-11:00 P.M.).
2. THE NAME'S THE SAME (ABC-TV).
3. TWENTY QUESTIONS (DuMont).

BEST MASTER OF CEREMONIES

1. JOHN DALY (What's My Line?—Jules Montenier, Inc.—Earle Ludgin & Co., Inc.—CBS-TV, Sundays, 10:30-11:00 P.M., and It's News to Me—Simmons Co.—Young & Rubicam Co., Inc.; CBS-TV, Saturdays, 6:30-7:00 P.M., alternating weeks).
2. ED SULLIVAN (CBS-TV).
3. BERT PARKS (CBS-TV)

BEST ANNOUNCER

1. DENNIS JAMES (Chance of a Lifetime—P. Lorillard Co.—Lennen & Newell, Inc.; ABC-TV, Thursdays, 8:00-8:30 P.M.).
2. DICK STAR (Guest).
3. GEORGE FENNEMAN (NBC-TV)

BEST NEWS COMMENTATOR

1. JOHN CAMERON SWAYZE (Camel News Caravan—R. J. Reynolds Tobacco Co.—William Esty Agency; NBC-TV, Mondays through Fridays, 7:45:-8:00).
2. EDWARD R. MURROW (CBS-TV).
3. DOUGLAS EDWARDS (CBS-TV).

BEST SPORTSCASTER

1. MEL ALLEN (Sports Spot—General Cigar Company—Young & Rubicam, Inc.; CBS-TV, Wednesdays, 10:45-11:00 P.M.).
2. RED BARBER (CBS-TV).
3. BILL STERN (NBC-TV)

BEST DAYTIME PROGRAM

1. KATE SMITH HOUR (Multiple sponsors; NBC-TV, weekdays, 4:00-5:00 P.M.).
2. TODAY WITH DAVE GARROWAY (NBC-TV).
3. THE GARRY MOORE SHOW (CBS-TV).

'Fame' Radio Poll Results Tomorrow

Complete results of the 17th annual *Motion Picture Daily-Fame* radio poll will be published tomorrow.

The winning performers and programs represent the best in radio during 1952 in the estimation of a majority of the radio editors and columnists of American newspapers and magazines who participated in the poll.

Cites Screen Gems' Expansion Program

An expansion program, highlighting the search for new television story properties and program presentations, was outlined here by Ralph Cohn, vice-president and general manager of Screen Gems, Columbia Pictures' wholly-owned TV subsidiary.

Screen Gems' Ford Theatre commercial won first prize in MOTION PICTURE DAILY-FAME's fourth annual poll as the best commercial presentation on television. Screen Gems also produces the Ford Theatre program.

Cohn said, "We are keenly interested in suitable material which we can transfer to film for the television screen."

UCP Telethon Funds Go Over the Top

United Cerebral Palsy has disclosed that the Dec. 7 18-hour telethon conducted in its behalf by station WJZ-TV has gone far over the top of the previously announced total and resulted in $631,826 to date in pledges and cash.

BEST CHILDREN'S PROGRAM

1. KUKLA, FRAN & OLLIE (Radio Corp. of America—J. Walter Thompson; NBC-TV, alternating Sundays, 4:00-4:30 P.M.).
2. ZOO PARADE (NBC-TV).
3. HOWDY DOODY (NBC-TV).

BEST RURAL MUSICAL SHOW

1. MIDWESTERN HAYRIDE (NBC-TV; now regional).
2. AMERICAN BARN DANCE (Regional).

BEST PANEL DISCUSSION PROGRAM

1. MEET THE PRESS (Revere Copper & Brass, Inc.—St. Georges & Keyes, Inc.; NBC-TV, Sundays, 6:00-6:30 P. M.).
2. AMERICAN FORUM OF THE AIR (NBC-TV)
3. THE AUTHOR MEETS THE CRITICS (Dumont TV).

BEST COMMERCIAL PRESENTATION

1. FORD (Dr. Roy Marshall—Ford Theatre—J. Walter Thompson; NBC-TV).
2. LUCKY STRIKE (all networks).
3. GILLETTE (all networks).

West Virginia OK's Allied's Policies

Cincinnati, Jan. 21.—A mail poll of the Allied of West Virginia membership resulted in a unanimous vote approving the entire policy program of national Allied, especially the portion rejecting the initial plan for a system of national arbitration, it is reported by Reuben Shor, local circuit operator, who is a director of the West Virginia unit.

TOA Poll

(*Continued from page* 1)

of directors meeting here next week. While Levy has not indicated the official attitudes of the various units, it is reported that the poll shows a variety of opinions, with some favoring intervention and others advocating a "hands off" policy.

While the new U. S. Attorney General Brownell has not had time to examine the merits of the anti-trust action, there appears to be a feeling among TOA leaders that the suit will be dropped before it comes to trial.

Walter Reade, Jr., chairman of the TOA executive committee, said here yesterday that he had requested the opinions of the few TOA units that had not yet expressed themselves on the subject of intervention. It is expected that all units will have reported by the time the executive committee goes into session at New York's Pierre Hotel Sunday.

Previously Revealed

As previously revealed, research, including the latest developments in three dimensional films, will occupy a top spot on the agenda of the board meeting, which will be attended by approximately 60 TOA leaders. The sessions will end Tuesday evening.

Myron N. Blank, chairman of the TOA research committee, reported that Jack O'Brien, manager of the theatre equipment section of RCA, and seven other RCA engineers and production managers will join board members at a session devoted exclusively to research Tuesday afternoon.

Other RCA leaders who will attend are: Barton Kreuzer, manager, theatre and industrial marketing division; M. C. Batsel, chief engineer of the engineering products department; G. L. Dimmick, manager of the optics, sound and special engineering section; J. E. Volkman, manager of theatre equipment engineering section; R. V. Little, Jr., design engineer of theatre television equipment; A. J. Platt, sales manager of the theatre equipment section, and R. H. Heacock, product manager of the theatre equipment section.

Board members will attend a showing of Cinerama Monday night. They will be joined by RCA leaders at luncheon Tuesday. Representatives of Cinerama and Natural Vision also are expected to take part in the research discussions.

Clooney Benefit Will Aid 'Dimes'

The world premiere of Rosemary Clooney's first motion picture, "The Stars Are Singing," will be kicked off Jan. 28 in Maysville, Ky., with the Maysville Junior Chamber of Commerce's annual tobacco auction for the benefit of the March of Dimes.

5-Man Warner Board

(*Continued from page* 1)

terprises, Inc.; David G. Baird, partner in the New York brokerage firm of Baird & Co.; Harry M. Kalmine, president of Warner Brothers Theatres, Inc., and Maurice A. Silver, zone manager of Warner theatres in the Pittsburgh and Cleveland areas. Kalmine and Silver will serve for a one-year term and the other designees for a two-year period, it was stated.

The ascendancy of Fabian, Rosen and Baird to the board of the new theatre company, it was explained, is contingent upon the consummation of the deal under which Fabian Enterprises will purchase the controlling stock interest of the Brothers Warner and their families in the theatre company. The effective date of reorganization is expected to be on Feb. 28, it was stated, when the company will be split into production-distribution and exhibition firms, according to the terms of the consent decree.

The directors of the parent company also will designate the board of the new picture company, slated to be called Warner Brothers Pictures, Inc. According to the proxy, the designees for a two-year term will be Harry M., Albert and Jack L. Warner, Waddill Catchings and Robert W. Perkins, while the designees for one-year terms will be Samuel Carlisle, Stanleigh P. Friedman, Charles S. Guggenheimer and Samuel Schneider. All nine designees are present members of the board. Vacating their board posts with the new picture company will be Morris Wolf and John E. Bierwirth.

The Feb. 17 annual meeting of stockholders, to be held in Wilmington, Del., will not elect directors since the corporation will be dissolved shortly after the meeting, it was stated. However, stockholders will be called upon to approve the amended plan of reorganization and to authorize the reduction of the capital of the corporation by cancelling 669,185 shares of common stock previously acquired by the corporation. The recent New York Statutory Court order providing for the divestiture of a number of additional theatres will also be up for stockholders ratification.

The assets of the new theatre company would be $85,720,851, according to the pro forma consolidated balance sheet as of Aug. 31, 1952. Current assets were listed at $11,790,576, compared to current liabilities of $9,561,955. The total number of theatres to be operated will be 306, following divestiture, it was stated.

According to the pro forma statement, the total assets of the new picture company as of the same date would be $70,112,858. Current and working assets were listed at $50,198,651, compared to total current liabilities of $23,515,747.

In a comparison of yearly earnings of the new theatre company on a pro forma basis, the net profit for the year ended Aug. 31, 1952, was put at $145,112, compared to the previous year's earnings of $2,169,016. Film rentals paid by WB theatres to the parent company for its pictures in 1952 was 36.4 per cent of the total film rentals paid by WB theatres to all distributing companies.

The pro forma summary of earnings for the new picture company stated that the net profit for 1952 was $7,084,570, compared to $7,258,328 for 1951.

It is expected that the two new companies, which will be organized in Delaware, will each have an authorized capital stock consisting of 5,000,000 shares of common stock of a par value of $5 per share.

Fabian to Pay

(*Continued from page* 1)

action, the proxy stated, the entire consideration will be paid in cash against delivery of the stock. It was also revealed that Fabian Enterprises, Inc., will obtain a portion of the funds from David G. Baird, a partner in the New York brokerage firm of Baird & Co., from its own resources and from a big bank loan. The bank was not identified but it is understood to be the First National Bank of Boston.

It was stated that Fabian Enterprises has no present intention to merge or consolidate presently or in the future with the new theatre company. The proxy added that the Warner brothers and members of their families are in no way involved in the financing of the deal.

Subscription TV

(*Continued from page* 1)

Club of Boston, Bonfig said that although television channels have been allocated to 887 American cities with populations below 25,000, there have been applications for television grants in only 83 of these cities.

Bonfig asserted that because of the high costs of television, national advertisers will not be able to use more than the top 100 to 125 markets for their network programs. This, he said, would force the small market broadcasters to depend entirely upon local funds and "there just isn't enough advertiser money in the small markets to enable advertisers to operate on this basis."

The only answer to this problem of making TV possible in small markets is the establishment of subscription television, Bonfig said.

"The income from Phonevision," he said, "added to the income from sponsored programs sold to local advertisers could finance the profitable operation of television stations in hundreds of small markets that must otherwise depend upon the vagaries of fringe area reception or do without entirely."

U.K. Theatre TV

(*Continued from page* 1)

for these special collective licenses.

The British Performing Rights Society also has agreed to forego any copyright claims in connection with the telecast.

As of now, only about six theatres here are equipped with large screen television, but J. Arthur Rank's Cintel company stated following today's announcement that it has been "inundated" with inquiries from exhibitors.

2 Categories

(*Continued from page* 1)

Hotel. Block was the moderator of a symposium on "Motion Pictures for Tomorrow."

"After several years of rather uncertain trends," Bloch said, "there is now a marked tendency to buy stories that fall in two categories: those which can be fashioned into highly-exploitable, spectacular pictures, and those with generally intriguing qualities which can be given A-quality treatment at low production cost."

Bloch added that this would mean cutting down, for the time being, on the purchase of stories which might make good pictures but whose appeal is narrow and limited. He also pointed out that the studios are giving greater consideration to stories of wider appeal to overseas audiences—particularly in the area of musicals whose locale heretofore has been almost exclusively confined to Broadway or Hollywood.

Bloch referred to "The Robe," "Solomon and the Queen of Sheba," "The King of the Kyber Rifles" and "Desiree" as examples of top-budget film spectacles in production or being readied by 20th Century-Fox.

Bloch used "The President's Lady" as a case-history in describing for the group the steps and considerations involved in the study and analysis of a literary property before it is recommended and finally purchased.

Assisting Bloch in the symposium were Henry Klinger, associate editor, and Beth O'Shea, reader, of 20th-Fox's story department.

Also speaking on yesterday's program was Richard Griffith, director of the Museum of Modern Art film library.

The council's program for today includes a screening of Paramount's "Come Back, Little Shebt," an address by Daniel Mann, director of the stage version of the picture; discussions of the production and advertising codes by Arthur DeBra and Gordon White, of the MPAA, and a dinner at which Ned Depinet will be chairman and MPAA president Eric Johnston the principal speaker.

Skouras Urges World Leadership Via Films

It is the direct responsibility of everyone associated with the motion picture industry to play an active part in carrying on the task of providing world leadership through the medium of films, Spyros P. Skouras, president of 20th Century-Fox, told the community relations conference of the Motion Picture Association of America, here last night. In welcoming the delegates at a special screening of 20th-Fox's "Tonight We Sing" at 20th's home office, Skouras discussed the direct relationship between motion picture exhibition and the raising of global cultural and educational standards.

Greatly impressed by what he saw during his recent tour of the Far East, Skouras said there must be an immediate expansion of film outlets so that peoples everywhere can learn the meaning of democracy and see for themselves the many aspects of the American way of life.

Prior to the showing of "Tonight We Sing," the delegates saw "Light in the Window," 20th-Fox — Art Films production dealing with the work of Vermeer, which won a prize as the best picture in its category at the Venice Film Festival.

Grainger

(*Continued from page* 1)

the conduct of a two-day sales meeting at the home office starting today, and a two-day sales meeting in Miami next week. It is also reported that Herbert J. Yates, Republic president, who has agreed to the release of Grainger from a Republic contract which has three years to run, has asked the latter to remain for the interval to Feb. 9 to permit the selection of a successor as head of Republic's sales and distribution and to facilitate the transition to the new executive's regime.

Yates and Grainger arrived here yesterday from Chicago, where the company concluded a two-day sales meeting Tueseday night.

According to unconfirmed reports, Grainger has been given a long term employment contract by Howard Hughes, RKO Pictures board chairman, which is said to have been guaranteed either personally by Hughes or by the Hughes Tool Co.

Yates to Address

(*Continued from page* 1)

preside at the meeting, which will be attended by sales managers James V. O'Gara and John Curtin, and branch managers William Murphy, New York; Norman Silverman, Philadelphia; Jake Flax, Washington; George H. Kirby, Cincinnati; Bernard Brager, Indianapolis; I. T. Sweeney, Pittsburgh; Arthur Newman, Albany; Leon A. Herman, Buffalo; Frank Dervin, Boston; Jules Livingston, New Haven; I. H. Pollard, Cleveland; Sam Seplowin, Detroit.

Titus, Webster Present

Sales managers Walter L. Titus, Jr. and Paul Webster will also be present, as will other company executives, including Richard G. Yates, executive assistant to Grainger; Jack Alexander, contract department manager; A. E. Schiller, branch operations manager, and Steve Edwards, director of advertising and publicity.

The fourth and final sales meeting will be held at the Columbus Hotel in Miami next Wednesday and Thursday when Yates, Grainger, and the Southern district group in session will be joined by all Republic sales managers and other company executives for the world premiere of "Fair Wind to Java," in Trucolor, starring Fred MacMurray and Vera Ralston, on Jan. 29 at Miami's Paramount Theatre. It will also open at the Beach in Miami Beach.

To Aircast Premiere Of MGM's 'Beyond'

World premiere activities for M-G-M's "Above and Beyond," starring Robert Taylor and Eleanor Parker, next Thursday evening at Brandt's Mayfair Theatre here, will be carried over WJZ-TV and ABC's radio outlet, WJZ. Highlights and festivities will be described and "emceed" by Tex and Jinx McCrary during the telecast portion of the event from 8:00 to 8:30 P.M. M-G-M has also purchased 38 radio and TV spot announcements to be heard on WJZ-TV and WJZ starting tomorrow and running through Thursday's opening. The deal was negotiated through Donahue & Coe.

Allied Milwaukee Board Meet Mar. 27

MILWAUKEE, Jan. 21.—The Allied national board will meet here directly following the National Drive-in convention at the Schroder Hotel, March 24-26. The board will meet March 27-28.

An "education" on how to promote better relations and increase box-office receipts will feature the drive-in convention, according to R. C. Peck, publicity chairman of the event. He also notes that several promotional stunts new to the drive-in field will be introduced. Suggestions and ideas on what and how to buy, build, save and produce will be part of the program.

Allied of Indiana Switches Plans for Two Unit Meetings

INDIANAPOLIS, Jan. 21.—Allied of Indiana has changed the date of the regional film clinic and workshop at Fort Wayne from Jan. 27 to Jan. 28, to avoid a conflict with other meetings, William A. Carroll, ATOI secretary, announced here. The session will be held in the Van Orman Hotel, with Al Bokkenstein as chairman.

Plans for the New Albany regional get-together March 24 also have been changed, Carroll said. This event will be moved to Louisville on the same date, to meet with the Kentucky Allied Theatre Owners' convention there.

Deny Towne Review; To Go to High Court

CHICAGO, Jan. 21.—Attorney Thomas C. McConnell's appeal for a review of the recent decision by the Appeals Court which gave distributors the right to ask the Towne Theatre, Milwaukee, to bid for pictures or to sell pictures to the Towne under any other system that would enable the Towne to buy films at a "fair and reasonable rental," has been turned down.

McConnell, who is leaving for Arizona at the end of the week, will file for a writ of *certiorari* in the Supreme Court as the next move in his efforts to get a clear-cut ruling on how distributors must sell film to the Towne.

'U' Asks Dismissal Of Hellinger Suit

Universal Pictures Co. yesterday called for the dismissal of an action for $650,000 damages filed in Federal Court here by Gladys Glad Hellinger, widow of Mark Hellinger, over returns on three Mark Hellinger productions, "The Killers," "Naked City," and "Brute Force."

Universal claimed that Hellinger authorized the distribution charges contested by the plaintiff.

The suit calls for an accounting of funds on the distribution of the films.

Permit Sunday Films

ATLANTIC, Jan 21.—The City Commission of Cedartown, Ga., has issued a permit to the Lam Amusement Co. to show motion pictures in its theatres in that town on Sundays. Last summer the commission rejected the company's bid, but granting a permit became mandatory when the company fulfilled the terms of a law allowing Sunday films if the company secures the names of 25 per cent of the registered voters in favor of it.

HEY!

LOOK AT

ALL

THOSE GIRLS...

and how they love us!
Watch 'em come flocking
(with family and
friends) to see US.

DEAN MARTIN JERRY LEWIS

in Hal Wallis' Production

THE STOOGE

Co-starring
EDDIE MAYEHOFF
MARION MARSHALL
POLLY BERGEN

Directed by Norman Taurog

A Paramount Picture

February Picture-of-the-Month in

seventeen





Night in day...

The best moonlight is the light of the noonday sun . . .

Obvious, of course, to an industry trained in modern cinematographic technics. Equally obvious is the need for infinite care in the choice of film and filters—in keying film and situation . . . in co-ordinating method and result desired in processing.

To help solve problems such as these, representatives of the Eastman Technical Service for Motion Picture Film are trained to advise—are ready and able to roll up their sleeves and lend a hand wherever necessary.

In maintaining this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry on all phases of film use from all members of the industry. Address: Motion Picture Film Department, **Eastman Kodak Company**, Rochester 4, N. Y. *East Coast Division,* 342 Madison Avenue, New York 17, N. Y. *Midwest Division,* 137 North Wabash Avenue, Chicago 2, Illinois. *West Coast Division,* 6706 Santa Monica Blvd., Hollywood 38, California.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 16 NEW YORK, U.S.A., FRIDAY, JANUARY 23, 1953 TEN CENTS

Critics Vote Benny Radio's Best of 1952

Crosby Takes 3 Firsts In 17th Poll for Fame

Jack Benny, who lost out as radio's Champion of Champions in the 16th annual *Motion Picture Daily-Fame* poll a year ago after capturing the honor for four successive years previously, was returned to the championship spot by American newspaper and magazine radio editors, critics and columnists who voted in the 17th annual poll to pick radio's bests of 1952.



Jack Benny

In addition to being voted Champion of Champions, Benny was voted radio's Best Comedian of 1952, making the fifth consecutive year he has held that title.

Vote for Crosby

The perennially popular Bing Crosby proved himself as strong as ever in critical favor by finishing second to Benny in the Champion of Champions class and winning first in three other divisions—Best Popular Male Vocalist, Best Master of Ceremonies and Best Variety Program for his show. Between Benny and Crosby, Columbia Broadcasting System picked up five firsts in popular classifications in the 1952 poll.

National Broadcasting Co. bulked strong in other divisions of the 1952 poll. With Dean Martin and Jerry Lewis, Fibber McGee and Molly, and

(*Continued on page 6*)

Complete Radio Poll Results on Page 7

The complete results of the 17th annual *Motion Picture Daily-Fame* Radio Poll are published on Page 7 of this issue.

In addition, photos of winners of the 1952 poll, as voted by the radio editors, critics and columnists of American newspapers and magazines, are published on Page 6 of this issue.

TOA Board Meeting Starts Sunday; 75 Expected to Attend

Sixty key men of the Theatre Owners of America have notified TOA headquarters here that they will attend the mid-winter board of directors meetings which open Sunday at the Hotel Pierre. It is expected that at least 75 TOA leaders will be on hand for the three-day sessions by the time they get under way.

Those who have already made reservations are: Alfred Starr, Nashville; Mitchell Wolfson, Miami; Charles P. Skouras, Los Angeles; S. H. Fabian and Walter Reade, Jr., New York; Elmer C. Rhoden, Kansas City; Myron Blank, Des Moines.

Also, Tom Bloomer, St. Louis; A. Julian Brylawski, Washington; C. E. Cook, Maryville, Mo.; Woodrow G. Fussell, Bladenboro, N. C.; L. S. Hamm, San Francisco; Herman

(*Continued on page 2*)

TOA Board to Hear Research Advances

Leaders in the theatre equipment and supply fields have been invited to bring the Theatre Owners of America directors up to date on the latest developments when the TOA board meets here next week. TOA president Alfred Starr said that all phases of the mechanical side of theatre operation would be discussed by the equip-

(*Continued on page 2*)

Johnston Says Industry Faces Greatest Era

The motion picture industry is on the threshold "of a greater tomorrow" and "if anyone thinks the movie industry is standing still, he ought to take a look around," Eric Johnston said here last night at the wind-up session of the community relations conference at the Hotel Gotham. The president of the Motion Picture Association of America warned, however, that there were "Gloomy Guses" who specialize in forebodings only and wind up convinced that "our industry is on its last legs."

These people, Johnston said, dredge up all sorts of reasons

(*Continued on page 3*)

To Consult Unions On Foreign Filming

HOLLYWOOD, Jan. 22.—Organized labor won its first concession from major companies today in connection with its attempt to control foreign production, when the labor committee of the majors agreed to keep unions informed "in detail" regarding their intentions to produce films outside the U. S. The American Legion is backing the unions in their fight.

Hold Equity's Theatre TV Scale Is 'Unfeasible'

The new Actors Equity pay scale for theatre television is considered economically unfeasible at this stage by theatre TV interests, it was learned here yesterday.

The pay proposals were submitted to Leo Rosen, TV director for Fabian Theatres. Although Equity and Rosen refused to divulge the terms of the proposal, it was learned that the scale was based on a percentage of the actor's salary multiplied by the number of theatres in the TV net. That is, if an actor in the cast receives $100 per week and the hypothetical percentage was eight per cent and 50 theatres were in the TV net, that actor would get $400 for his performance.

Theatre TV interests contended that a percentage basis would be ruinous to the medium, opening the floodgates to other talent and craft unions

(*Continued on page 8*)

Hurok May Produce Theatre TV Shows

Sol Hurok, veteran impresario, disclosed here that he has discussed theatre television production with Spyros P. Skouras, 20th Century-Fox president.

Hurok said he saw great possibilities in the 20th-Fox Eidophor theatre TV system, commending its color values, which he said are vital for theatre TV entertainment shows.

'Red' Probe to De-Emphasize Hollywood

General Coast Hearings Set by House Committee

WASHINGTON, Jan. 22. — The House Un-American Activities Committee decided today to de-emphasize—for the time being, at least—its perennial investigation of the motion picture industry.

The committee had its first meeting of the new Congress and laid plans for the months ahead. It voted unanimously to reissue 76 subpoenas left over from the previous Congress, among which there are several film industry witnesses. The committee members also agreed to hold hearings on the West Coast late in February or early in March, but according to present plans the film aspects will be only minor. The hearings will also cover radio and television labor in defense plants, education and other subjects.

Rep. Donald Jackson, California

(*Continued on page 3*)

Trust Past Would Bar TV Licenses To Film Companies

WASHINGTON, Jan. 22. — Motion picture companies convicted of anti-trust violations would be barred from receiving television station licenses under a bill introduced by Senate Interstate Commerce Committee chairman Tobey.

Although Tobey's bill stems from his opposition to the United Paramount Theatres-American Broadcasting Co. merger, industry attorneys feel that if the Federal Communications Commission approves the mer-

(*Continued on page 8*)

Legion Sponsorship Of 'Hoaxters' Urged

The M-G-M home office has received a resolution passed by the American Legion of the State of Texas commending M-G-M for producing "The Hoaxters," the documentary exposing Communism, and also recommending "that the national Commander of the American Legion investigate the possibilities of the

(*Continued on page 3*)

Personal Mention

HAL WALLIS will arrive in New York over the weekend from Hollywood for a one-week visit.

•

MORI KRUSHEN, United Artists exploitation manager, will leave here this weekend on a cross-country tour to set preliminary promotion plans for "Moulin Rouge."

•

IRVING ASHER, Paramount producer; DANA ANDREWS, and dancer MYLEE HAULANI left here by plane for London yesterday en route to Colombo, Ceylon, to make "Elephant Walk."

•

JOSEPH WALSH, head of Paramount branch operations, has arrived in Sioux Falls from Omaha, and will head for Minneapolis over the weekend.

•

DAN S. TERRELL, M-G-M publicity and exploitation manager, flew to Washington yesterday from New York.

•

RALPH BANGHART, Walt Disney Productions exploitation representative, is in Boston from here.

•

JOHN P. BYRNE, Eastern M-G-M sales manager, will leave Albany Sunday for Boston.

•

EMERY AUSTIN, M-G-M exploitation head, is in Atlanta and will return here Monday.

•

KURT NEUMANN, director, will leave here today for Munich.

Industry to Join Cannes Film Festival

Presidents of member companies of the Motion Picture Association of America voted yesterday to participate as a unit in the Cannes Film Festival this year. Previously, there had been some consideration of a plan whereby each company would participate individually.

The vote was made here following a report by Spyros P. Skouras, president of 20th Century-Fox, on his recent global trip. He stressed the need for more theatres in the Far East, especially India, and outlined the demand for American pictures abroad.

It is expected that a committee will be named to explore recommendations on how more theatres may be built in such countries as India, where, in a country of 500,000,000 people, there are only 3.000 theatres. It was suggested that international financing organizations may be approached to make loans to foreign governments to build new theatres.

MPAA president Eric Johnston will meet today with the foreign department managers to discuss various film problems in Argentina, Brazil, France, Norway and Japan.

Cites 4,026 New Theatres in 3 Years

Knoxville, Tenn., Jan. 22.—Willis J. Davis, Atlanta, public relations counsel for Wilby-Kincey Theatres, told the Kiwanis Club here that "television isn't hurting the movie business," claiming that 4,026 new theatres went into operation in the past three years, 2,580 of them drive-ins. Davis estimated attendance last year at America's film theatres at 50,000,000 persons, with the new theatres representing 2,000,000 additional seats.

Nowe and Stanisch QP Award Winners

Vic Nowe, manager of the Odeon Hyland Theatre in Toronto, was the winner in the large situations, and Art Stanisch, manager of Sam Switow's Kentucky Theatre in Louisville, was the winner in small situations, in the fourth quarter balloting for awards in the *Motion Picture Herald* "Managers' Round Table" showmanship contest.

Winners of Honor Scrolls, in alphabetical order, were: Ivan Ackery, Orpheum Theatre, Vancouver, B. C.; G. C. Dilley, Ritz Theatre, Edgware, England; Al Jenkins, Vogue Theatre, Vancouver; George Peters, Loew's, Richmond, Va.; Boyd Sparrow, Warfield, San Francisco; Rodney Toups, State, New Orleans; W. G. Wells, Metro Theatre, Bondi Junction, Australia.

Overseas, top honors for the fourth quarter went to Harry Gent, of the Royal Hippodrome, Liverpool, for his 50th anniversary campaign.

The judges included Samuel Cohen, overseas publicity manager for United Artists, in New York; Edgar Goth, advertising and publicity director for Fabian Theatres, New York, and Charles Hacker, manager of operations of Radio City Music Hall.

Name McWilliams to Screen Gems Post

The appointment of Harry K. McWilliams, exploitation manager for Columia Pictures, as director of advertising and public relations for Screen Gems, was disclosed here yesterday by Ralph Cohn, vice-president and general manager of Screen Gems, which is a completely owned subsidiary of Columbia devoted to the production and distribution of home TV shows.

Cohn said the appointment of McWilliams was another step in Screen Gems' expansion program, McWilliams had been with Columbia as exploitation manager since 1944.

Tri-Opticon Feb. Date

The Globe Theatre on Broadway has booked the Tri-Opticon third-dimensional short subjects program for February.

TOA Board

(*Continued from page* 1)

Hunt, Cincinnati; Tom James, St. Louis; R. M. Kennedy, Birmingham; H. F. Kincey, Charlotte; Arthur Lockwood, Boston; Morris Lowenstein, Oklahoma City; E. D. Martin and Roy Martin, Jr., Columbus, Ga.; Pat McGee, Denver; Walter L. Morris, Knoxville; Martin J. Mullin, Boston; J. J. O'Leary, Scranton; John Rowley, Dallas; A. Fuller Sams, Jr., Statesville, N. C.; George P. Skouras, New York; Jay Solomon, Chattanooga; Worth Stewart, Charlotte.

Also, Morton Thalhimer, Richmond; Nat Williams, Thomasville, Ga.; Joseph Zaro, Nashville; Paul Krueger, St. Louis; Sidney Lust, Washington; Earl Hudson, Detroit; Ed Fabian, Henry Anderson, Fred Schwartz, Spyros Skouras, Jr., Joseph Vogel, Oscar Doob, Dick Pitts, Howard L. Bryant, Leslie Schwartz and Harold Eskin, all of New York; Albert Pickus, Stratford, Conn.; George Kerasotes, Springfield, Ill.; Sam Pinanski, Boston; Joseph Rosenfield, Spokane; M. A. Lightman, Sr., Memphis; Herman M. Levy, New Haven; F. H. Ricketson, Denver; David Wallerstein, Chicago; Lewen Pizor, Philadelphia; Robert Lebovitz, Chattanooga; R. R. Livingston, Lincoln; Tom Ribble, Albuquerque; Carlton Duffus, Richmond; Henry Griffing and C. R. Guthrie, Oklahoma City; Mack Johnson, Alexander, Ala.; Ed Fay, Providence, and Dick Dickson, Los Angeles.

Research Advances

(*Continued from page* 1)

ment men who will outline current and future research activities at the Tuesday sessions.

Expected to attend are W. J. Turnbull and Herbert Burnett, National Theatre Supply; Larry Daves, Century Projector; Leonard Satz, Raytone Screen; C. S. Perkins, Altec; and representatives from Motiograph, Trad Television and RCA.

"Never before has the dire need for research in the motion picture industry been so highlighted," Starr declared. "Events of the past few months, particularly in the fields of theatre television and of third dimensional film, are proof conclusive that the public still has a keen interest in going to motion picture theatres, and also that it is hungry for new ideas and for new methods of entertainment in those theatres.

"I am certain that I speak for the entire board and for TOA when I say that we are prepared to go forward and to sponsor all proper research with all of our energy, time, and funds at our command," he said.

200 at Laurie Party

More than 200 representatives of the New York press, TV, radio, national and fan magazines and the trade press participated in a special tribute to Piper Laurie at 21 Club yesterday afternoon to mark her 21st birthday. Miss Laurie is in New York from the Coast to help promote "Mississippi Gambler," which opens here Thursday at Loew's State.

Florida Drive-in Theatres Organize

St. Petersburg, Jan. 22.—C. C. Sutton, owner of the Skyvue-Drive-in, St. Petersburg, has been elected temporary president of the new Independent Drive-in Theatre Association of Florida. Mrs. Sara L. Higginbotham of the Indian Rock Drive-in has been named temporary secretary-treasurer.

Name A Board to Guide Coast Group

SAN FRANCISCO, Jan. 22.—The Northern California Theatre Owners, at a meeting here (vice-president Homer Tegmeier presided), voted to abolish the office of president and change the format of future meetings whereby the association will be guided by a board of directors, headed by a board chairman.

Rotus Harvey, who resigned as president of the NCTO last August, was elected a director of the board along with David Bolton, Lee Dibble, Gerald Hardy, Al Laurice, Ben Levin, August Panero, Ed Rowden, Ray Syufy, Tegtmeier and Harry J. Weaverling. First chairman under the new setup will be appointed by a special committee sometime late this month.

Other discussion centered around theatre owners becoming more militant in their attitude towards the many problems facing them and standing firmly with the association in bringing this about.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Lana TURNER • Kirk DOUGLAS
Walter PIDGEON • Dick POWELL
"THE BAD AND THE BEAUTIFUL"
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

WARNER BROS.
THE JAZZ SINGER
Color by TECHNICOLOR
Starring DANNY THOMAS • PEGGY LEE
in person CARMEN CAVALLARO AND HIS ORCHESTRA TOY AND WING Extra LARRY STORCH
PARAMOUNT TIMES SQUARE Midnight Feature

FILMACK
SPEED! QUALITY! SHOWMANSHIP!
SPECIAL TRAILERS
CAN'T BE BEAT!
630 NINTH AVENUE NEW YORK 36, N.Y.
1327 S. WABASH CHICAGO 5, ILL.

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Johnston

(Continued from page 1)

for forecasting the end for motion pictures, pointing to television, night baseball, inflation and a change in habit patterns, and they can cite pages of statistics to prove it.

"The statisticians have measured almost everything about us except the heart, the ingenuity and the spirit that have always made the motion picture industry the great explorer of new fields," Johnston said. "Perhaps the prophets of disaster need a little boning up on the history of the motion picture industry. Maybe they might stumble over the fact that the film industry has never been afraid of change and development. From the very first it has been dynamic and expanding—flexible and adaptable to the entertainment needs of all of the people."

This industry moves fast and its most exciting days of technological developments are ahead of it, Johnston said, adding that new developments "are coming in so fast it sometimes seems hard to keep pace with the latest of them."

In thanking the film council delegates for their support of the industry's self-regulation program—the production and advertising codes—Johnston traced the "milestones in the march toward freedom of the screen." He said complete victory over political censorship was not yet clearly in sight and "we'll have to fight and scrap every inch of the way from now on before censorship is really routed from our land and full freedom of the screen is firmly protected under our Constitution."

"Isn't it a mockery that in six states a motion picture must be censored before it can be shown in theatres, but the very same picture may be shown on television without censorship?" Johnston asked. "In the name of democracy—in the name of common sense—I hope that all of us will devote our energies to obtain the repeal of censorship in those states and localities where it is still permitted."

Johnston concluded his remarks with a review of the role played by American films abroad and their services as ambassadors of democracy.

The film council sessions were concluded last night with a visit to "This is Cinerama." In the morning, the delegates saw Paramount's "Come Back, Little Sheba," and later were addressed by Daniel Mann who directed both the stage and film versions of the story. Arthur DeBra, director of the community and exhibitor relations departments of the MPAA, and Gordon White, advertising code administrator, discussed the codes at the late afternoon session.

Ned Depinet was chairman of the dinner last night at which Johnston was the principal speaker.

Dr. Gould in New Kodak Film Post

ROCHESTER, N. Y., Jan. 22.—Dr. Austin J. Gould has been named assistant manager of the film manufacturing organization of Eastman Kodak's Kodak Park Works by Ivar N. Hultman, Kodak vice-president and general manager of Kodak Park.

Reviews

"She's Back on Broadway"

(Warner Brothers) *Hollywood, Jan. 22*

VIRGINIA MAYO, Gene Nelson, Frank Lovejoy, Steve Cochran and Patrice Wymore are the top names and the principal players in this Hollywood-to-Broadway musical in WarnerColor which perpetuates the tradition of Warner's unforgettable "Gold-Diggers" musicals without getting nostalgic about it. In this picture, as in all those others back there when the Warner musical was the surest box-office bet in show business, the production of a show is the central activity against which a story about some of the people engaged in that production is told. Now as then, this arrangement requires that the actors in the cast portray actors, a circumstance that makes for good performances, and that the plot be one that can stand interruptions for songs, dances and so on. The arrangement also calls for extensive and frequent display of feminine figures, faces, skills and graces, and for production numbers, songs, dances, specialties of all kinds, all of these being prime subjects for WarnerColor and the theatre-size screen. As produced by Henry Blanke and directed by Gordon Douglas, which is to say superbly, the picture figures to gross up to its billing and beyond.

In the story by Orin Jannings, Miss Mayo is a Hollywood star, out of studio demand due to three flop pictures, who accepts the lead in an upcoming Broadway musical whose director, Cochran, was responsible for her first stage success and with whom she has been in love since then although he has ignored her. This is the broken romance that gets repaired in the course of the picture, and it is given a more emotional and meaningful treatment than is common practice in film musicals. Miss Wymore plays the second girl in the triangle and Lovejoy is seen as the producer, both doing well with little. Nelson turns in two splendid dance numbers but has nothing whatever to do with the story proper.

Musical direction is by dependable Ray Heindorf, with musical numbers staged and directed by LeRoy Prinz. Vocal arrangements are by Charles Henderson, and the half dozen or so original songs (many oldies are used in part) are by Bob Hilliard and Carl Sigman.

Running time 98 minutes. General audience classification. Release date, March 14.

WILLIAM R. WEAVER

"Confidentially Connie"

(Metro-Goldwyn-Mayer)

THE PLIGHT of a small college professor attempting to support his family in middle class decency without the proper salary is the theme of this amiable comedy which was produced by Stephen Ames and directed by Edward Buzzell. Van Johnson is the instructor who makes noble efforts to resist the blandishments of his father, Louis Calhern, a wealthy Texas cattle breeder, who wants his son to quit his college post and return to Texas as head of the cattle barony.

There are some amusing touches, such as Janet Leigh's need for good, red meat because of her pregnancy and her inability to get it on Johnson's salary. Then there is Calhern's arrival from Texas, intent on getting his son to go back there and seeing to it that Janet gets plenty of meat. His scheme with butcher Walter Slezak causes a price war and not only almost ruins Slezak's chance to become president of the butchers association but also Johnson's opportunity to receive a promotion by college president Gene Lockhart. Some amusing bits concern the juggling of dinner invitations by Lockhart and his wife, Kathleen, because they're always hungry.

Director Buzzell has kept the production simple, like the people involved. The comedy moments are properly spaced and the picture measures up to good entertainment. Johnson is pleasing in his role and so is Miss Leigh. Calhern's role is a slightly mean portrait of the expansive and insulated wealthy type from Texas. The story is by Max Shulman who collaborated with Herman Wouk on the screenplay.

Others in the cast are Hayden Rorke, Robert Burton, Marilyn Erskine, Arthur Space, Barbara Ruick, June Whitley and Dick Sands.

Running time, 71 minutes. General audience classification. For March release.

Film Dividends Off; U. S. Ticket Tax On

WASHINGTON, Jan. 22.—Film industry dividend payments in 1952 slumped to the lowest total since 1945, the Commerce Department reported today.

The Department made a preliminary estimate that publicly reported cash dividend payments by motion picture companies amounted to $27,257,000 last year, compared with $35,122,000 in 1951. In 1945, payments amounted to $23,665,000. They rose sharply the following year, to $46,714,000, and in 1947 hit a record $54,641,000. In 1948, they dropped very slightly to $54,205,000, but in 1949 fell to $45,684,000 and in 1950 to $36,941,000.

Cash payments in December were put at $4,440,000, compared with $6,751,000 for December, 1951.

Great States Circuit Honors John Dromey

CHICAGO, Jan. 22.—John Dromey, head buyer and booker for Great States Theatres, was honored at a luncheon in the Blackstone Hotel attended by over 100 members of the industry here today. Dromey, who has been with the organization for 30 years, was introduced by Dave Wallerstein, general manager of Balaban and Katz and of Great States.

Other speakers were Duncan Kennedy of Great States, "Doc" Banford, Western division manager of M-G-M.

The luncheon climaxed the "John Dromey Drive," which saw all Great States Theatres in special promotions to increase December business, normally way below the rest of the year.

Dromey, who was Mayor of North Chicago for 14 years, Illinois American Legion commander, and chairman of the Lake County "March of Dimes," also was presented with a gift from Great States Theatres.

Legion

(Continued from page 1)

American Legion working out an arrangement whereby it can sponsor the film. 'The Hoaxters,' nationally as a deterrent to Communism."

W. E. Hellums, Interstate Theatres manager in Austin, who showed the film there, was also commended, and the resolution asked that the film "be given the widest possible distribution as a most effective means of educating the American people."

The resolution was signed by Albert D. Brown, department commander for the region, and G. Ward Moody, department adjutant.

Texas Compo Sponsors 'Hoaxters' As No. 1 'P.R.' Activity of 1953

DALLAS, Jan. 22.—The Texas Council of Motion Picture Organizations has elected to sponsor as its number one public relations project for 1953 M-G-M's 36-minute documentary on Communism, "The Hoaxters," according to Kyle Rorex, executive director of the organization.

The COMPO unit has made a special transcription for pre-selling the film in the form of a 15-minute radio public service program, to which exhibitors can add a short spot announcement. It has also prepared a special trailer. Exhibitors of the state have been urged to play the film "to better relations in your community"; "to better your box-office"; and "to better relations for your industry."

Among several public relations ideas broached by Texas Compo, there is the suggested placing in the press of a feature story by Dore Schary, who personally produced the film, describing its origin and purpose.

'Red' Probe

(Continued from page 1)

Republican, said that the one-time film investigation was now changed into a general study of the entertainment field. He said that any of the people whom the committee had been attacking in Hollywood had now left the film industry for radio and television jobs.

"I don't anticipate any more big formal Hollywood hearings," Jackson said. He added, however, that should any new leads develop the committee might have to change its mind.

Committee chairman Harold Velde and other members have indicated previously their belief that the committee last year put too much emphasis on the Hollywood investigation and that it was time to go into richer fields.

No staff changes were discussed at today's meetings, and none are planned in the near future, Velde declared.

"Tonight We Sing" Next at the Hall

"Tonight We Sing," 20th Century-Fox's color in Technicolor musical based on the career of impresario Sol Hurok, will have its world premiere at Radio City Music Hall next month, following the run of "The Bad and the Beautiful."

First all-classical musical to be produced by 20th-Fox, the cast includes George Jessel, Ezio Pinza, Roberta Peters and Tamara Toumanova.

"Boolt

"***Sure-fire comedy!*** Well-done . . . well-played! . . . well-made! Every promise of being heavy money maker!" *FILM DAILY*

"Looks like one of the company's ***top grossers!*** Sure-fire entertainment! Rosalind Russell back in top form!"
M. P. DAILY

"***Loaded with laughs!*** Fi
escapist entertainment for ge
eral market!"
VARIET

"***High overall entert
ment!*** Overflows with sti
lating exploitation sugg
tions!"
BOXOFFI



"Chockful of laughs! ***Rollicking fun*** for any type of audience!"
HOLLYWOOD REPORTER

"Real hilarity . . . designed for all audiences! Worthy of fine promotion and ***fine grosses!***"
M. P. HERALD

"The sort of ***entertainment the public wants*** . . . for a generous boxoffice take!"
SHOWMEN'S TRADE REVIEW

lt!...Play It!...Can't Miss!"

—*FILM DAILY*

FREDERICK BRISSON presents

Rosalind Russell
Paul Douglas
Marie Wilson

in

"NEVER WAVE AT A WAC"



with WILLIAM CHING · ARLEEN WHELAN · LEIF ERICKSON · HILLARY BROOKE

Produced by FREDERICK BRISSON · Directed by NORMAN Z. McLEOD · Screenplay by KEN ENGLUND

Distributed by RKO RADIO PICTURES



Back BROTHERHOOD WEEK, Feb. 15-22

17th Radio Poll

(*Continued from page* 1)

Bob (Elliott) and Ray (Goulding) finishing in that order, NBC swept the Best Comedy Team classification. It also swept the Best Classical Musical Show division with The Telephone Hour, first; The Voice of Firestone, second, and the NBC Symphony Orchestra in third place. By virtue of their frequent guest appearances on NBC's Monday night musical programs, Rise Stevens, Dorothy Kirsten, Marian Anderson and Eleanor Steber also provided a sweep of the Best Classical Female Vocalist division to NBC. Miss Stevens was voted first place; Miss Kirsten, second, and Miss Anderson and Miss Steber tied for third.

Lanza Leads

Guest stars Mario Lanza (after his own NBC show was terminated in consequence of his rebellion against MGM), Ezio Pinza and Jerome Hines, gave the network a sweep of the Best Classical Male Vocalist division, while its Grand Ole Opry and Duke of Paducah were the only top contenders in the Best Rural Musical Show class.

CBS, on the other hand, had a clean sweep of the Best Variety Program and Best Master of Ceremonies divisions. In the former, the Bing Crosby Show, Arthur Godfrey's Talent Scouts and Edgar Bergen-Charlie McCarthy finished in that order. In the latter, Crosby took first with Don Wilson and Godfrey second and third, respectively.

CBS also had a clean sweep in the Best Announcer division, with Don Wilson first and Del Sharbutt and Tony Marvin following.

Eve Arden Again

With 1951's Champion of Champions, Tallulah Bankhead's "Big Show," going off the air in 1952, the critics appeared satisfied with the older radio favorites. Many of the perennial winners showed up again in first places. Eve Arden of CBS's "Our Miss Brooks," was voted radio's Best Comedienne. Edward R. Murrow, popular CBS news commentator, remained the favorite in that classification. Theatre Guild on the (NBC) Air held its place as Best Dramatic Program in a typically closely contested race with CBS's Lux Radio Theatre.

Guy Lombardo, maestro of the NBC Lucky Strike Hit Parade, with dance music interludes also on Mutual and CBS stations, kept his standing as Best Popular Orchestra, while the Hit Parade program itself was voted Best Popular Musical Show. The Groucho Marx Show, "You Bet Your Life," was returned as Best Quiz Show; Jack Webb's Dragnet as Best Mystery Show and Arthur Godfrey as Best Daytime Program.

Few Upsets

Upsets in the polling were few. Cavalcade of America, directed by Jack Zoller, was voted Best Educational Program over last year's winner, America's Town Meeting, which finished third in the 1952 balloting. However, Town Meeting was voted Best Public Service Program, replacing 1951's "This I Believe." Doris Day upset Dinah Shore and Jo Stafford as Best Popular Female Vocalist.

In a newly added division of the poll, Best Rural Musical Show, Grand Ole Opry finished ahead of the contender, Duke of Paducah.

The NBC Symphony took Best Classical Orchestra honors over the New York Philharmonic, Arturo Toscanini probably representing the difference with the critics. The late Nila Mack's "Let's Pretend," a frequent winner in earlier polls, was returned to top place in the Best Children's Program division. Mel Allen won out again as Best Sportscaster.

The critics' interest in the radio poll, as evidenced by heavy balloting, showed no diminution from last year despite their unmistakable attention to the newer medium, TV.

Most of the comments of the critics indicated that they feel radio is as good as it ever was, still subject to the same failings and still offering the same advantages.

Lacks Innovations

Many pointed out that while television has borrowed freely of radio's programs and performers, there have been few, if any, instances of television returning the favor in any substantial or beneficial way.

Others expressed regret that radio has attempted nothing new in the past year to overcome the defections to television or to earn itself a unique place apart from and independent of the new medium. It had better get to stirring, they say, if it hopes to be anything more than an accompaniment to reading or housework.

Radio Champions for 1952



Bing Crosby



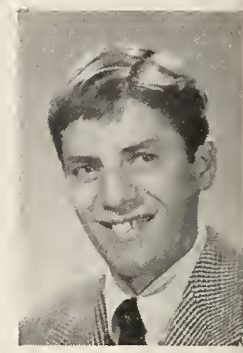
Eve Arden



Doris Day



Dean Martin



Jerry Lewis



Mario Lanza



Guy Lombardo



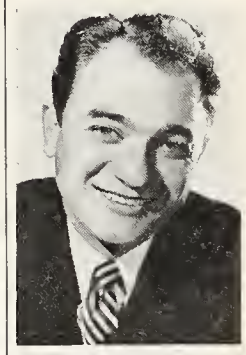
Rise Stevens



Don Wilson



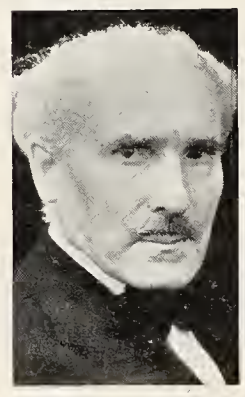
Edward R. Murrow



Mel Allen



Armina Marshall
Producer
Theatre Guild on the Air



Arturo Toscanini
Conductor,
NBC Symphony Orchestra



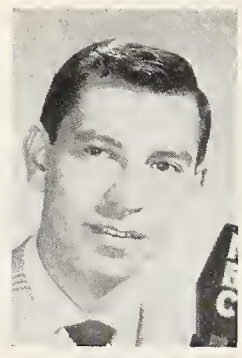
Nila Mack
Producer,
Let's Pretend



Jack Zoller
Director
Cavalcade of America



Groucho Marx



Jack Webb



Arthur Godfrey



William Traum
Producer,
America's Town Meeting



Donald Voorhees
Conductor,
The Telephone Hour

Complete Results of 1952 Fame Radio Poll

THE complete list of winners in MOTION PICTURE DAILY's 17th annual radio poll for *Fame*, as voted by radio editors, critics and columnists for American newspapers and magazines, are published herewith. Sponsors, advertising agencies, networks and broadcast time (E.S.T.) are given for first place winners; networks only for second and third place winners.

CHAMPION OF CHAMPIONS

1. JACK BENNY SHOW (American Tobacco Co.—Batten, Barton, Durstine & Osborne, Inc.; CBS, Sundays, 7:00-7:30 P.M.).
2. BING CROSBY SHOW (CBS).
3. THE RAILROAD HOUR (NBC).

BEST COMEDIENNE

1. EVE ARDEN (Our Miss Brooks—Colgate-Palmolive-Peet Co. — Ted Bates; CBS, Sundays, 6:30-7:00 P.M.).
2. MARIE WILSON (CBS).
3. MARION JORDAN (Fibber McGee & Molly, NBC).

BEST COMEDIAN

1. JACK BENNY (Jack Benny Show; see Champion of Champions; CBS).
2. BOB HOPE (NBC)
3. RED SKELTON (NBC).

BEST COMEDY TEAM

1. MARTIN & LEWIS (Liggett & Myers Tobacco Co.—Cunningham & Walsh; NBC, Tuesdays, 9:00-9:30 P.M.).
2. Fibber McGee and Molly (NBC).
3. Bob (Elliott) and Ray (Goulding) (NBC).

BEST MASTER OF CEREMONIES

1. BING CROSBY (Bing Crosby Show—General Electric Co.—Young & Rubicam, Inc.; CBS, Thursdays, 9:30-10:00 P.M.).
2. DON WILSON (CBS).
3. ARTHUR GODFREY (CBS).

BEST POPULAR FEMALE VOCALIST

1. DORIS DAY (Doris Day Show—CBS Columbia, Inc.; CBS, Tuesdays, 10:05-10:30 P.M.).
2. DINAH SHORE (CBS).
3. Jo STAFFORD (CBS).

BEST POPULAR MALE VOCALIST

1. BING CROSBY (Bing Crosby Show; see Best Master of Ceremonies, CBS).
2. GORDON MACRAE (NBC).
3. VAUGHN MONROE (CBS).

BEST CLASSICAL FEMALE VOCALIST

1. RISE STEVENS (Guest NBC and ABC).
2. DOROTHY KIRSTEN (Guest NBC).
3. MARIAN ANDERSON (Guest NBC). ELEANOR STEBER (Guest NBC) (Tie).

CBS, Y & R Publicity Services Again Voted Best By Radio Editors in '52 Poll

Columbia Broadcasting System's radio publicity service, under George Crandall, director, again was voted the Best Network Publicity Service for 1952 by newspaper and magazine radio editors, critics and columnists participating in the 17th annual *MOTION PICTURE DAILY—Fame* Radio Poll.



George Crandall



Harry Rauch

The editors and columnists also voted Young & Rubicam's Bureau of Industrial Service the Best Individual Publicity Service for the year. Harry Rauch heads the Y & R department.

The vote marked the fourth successive year the CBS press department has won in this special category of the annual radio poll, and the third consecutive year for the Y & R department.

National Broadcasting Company's press department was in second place for 1952 and Mutual Broadcasting System's department in third, in the Network Publicity Service classification. In the Individual Publicity Service classification, David O. Alber Associates placed second, and J. Walter Thompson's publicists were third.

The voting in both classifications for 1952, as in earlier polls, was closely contested, only a few votes separating the leaders.

BEST CLASSICAL MALE VOCALIST

1. MARIO LANZA (Guest NBC).
2. EZIO PINZA (Guest NBC).
3. JEROME HINES (Guest NBC).

BEST ANNOUNCER

1. DON WILSON (Jack Benny Show; see Champion of Champions and Doris Day Show; see Best Popular Female Vocalist, CBS).
2. DEL SHARBUTT (CBS).
3. TONY MARVIN (CBS).

BEST NEWS COMMENTATOR OR ANALYST

1. EDWARD R. MURROW (American Oil—Joseph Katz & Co.; CBS weekdays 7:45-8:00 P.M.).
2. LOWELL THOMAS (CBS).
3. H. V. KALTENBORN (NBC).

BEST SPORTSCASTER

1. MEL ALLEN (special sport events all networks).
2. BILL STERN (NBC).
3. RED BARBER (CBS).

BEST CHILDREN'S PROGRAM

1. LET'S PRETEND (Cream of Wheat Corp.—Batten Barton Durstine & Osborne, Inc.; CBS Saturdays 11:05-11:30 A.M.).
2. BIG JON AND SPARKY (ABC).
3. LONE RANGER (ABC).

BEST CLASSICAL ORCHESTRA

1. NBC SYMPHONY (sustaining NBC).
2. NEW YORK PHILHARMONIC (CBS).
3. FIRESTONE (NBC).

BEST POPULAR ORCHESTRA

1. GUY LOMBARDO (Lombardo Land—sustaining, MBC Saturdays 9:30-10:00 P.M.) also (YOUR HIT PARADE — American Tobacco Co. Batten, Barton, Durstine & Osborne, Inc. NBC, Friday 8:00-8:30 P.M.).
2. VAUGHN MONROE (CBS).
3. RALPH FLANAGAN (all networks).

BEST VARIETY PROGRAM

1. BING CROSBY SHOW (see Best Master of Ceremonies, CBS).
2. ARTHUR GODFREY'S TALENT SCOUTS (CBS).
3. EDGAR BERGEN-CHARLIE MCCARTHY SHOW (CBS).

BEST DRAMATIC PROGRAM

1. THEATRE GUILD ON THE AIR (U.S. Steel Corp. Batten, Barton, Durstine & Osborne, Inc.; NBC Sundays 8:30-9:30 P.M.).
2. LUX THEATRE (CBS).

BEST EDUCATIONAL PROGRAM

1. CAVALCADE OF AMERICA (E. I. DuPont de Nemours & Co.; Batten, Barton, Durstine & Osborne, Inc.; NBC Tuesdays 8:00-8:30 P.M.).
2. INVITATION TO LEARNING (CBS).
3. AMERICA'S TOWN MEETING (ABC).

BEST CLASSICAL MUSICAL PROGRAM

1. TELEPHONE HOUR (The Bell Telephone System—N. W. Ayer & Son, Inc.; NBC Monday 9:00-9:30 P.M.).
2. VOICE OF FIRESTONE (NBC).
3. NBC SYMPHONY (NBC).

BEST POPULAR MUSICAL PROGRAM

1. YOUR HIT PARADE (see Best Popular Orchestra, NBC).
2. THE RAILROAD HOUR (NBC).
3. VAUGHN MONROE SHOW (CBS).

BEST MYSTERY PROGRAM

1. DRAGNET (Liggett & Myers Tobacco Co.—Cunningham & Walsh; NBC Sundays 9:30-10:00 P.M.).
2. SUSPENSE (CBS).
3. MR. AND MRS. NORTH (CBS).

CBS, NBC Contest Top Honors in Poll

Top honors in the 17th annual MOTION PICTURE DAILY-*Fame* radio poll for 1952 were about as evenly divided between National Broadcasting Co. and Columbia Broadcasting System as they have been in any year since the poll was started.

NBC accounted for 12, CBS 11 first places. American Broadcasting Co. won one first and Mutual Broadcasting System by virtue of sharing Guy Lombardo and his orchestra with NBC, is also credited with the first place won by Lombardo in the Best Popular Orchestra division. The radio editors and columnists voting in the poll did not specify which of Lombardo's network programs they had in mind when voting for the most popular orchestra, so both are permitted to share his first in that division.

However, the Lucky Strike Hit Parade on NBC, on which Lombardo and his orchestra officiate, was specifically voted Best Popular Musical Program.

The voting for Best Publicity Service, a special, non-program award, is not counted in tabulating the winning network places.

In the second place standing, CBS led with 12; NBC had 10; ABC, two, and MBS, one. NBC captured 11 third places, to CBS's nine, while ABC had two and MBS none.

BEST QUIZ SHOW

1. GROUCHO MARX SHOW (DeSoto Motor Corp., Batten, Barton, Durstine & Osborne, Inc.; NBC Tuesdays 8:00-8:30 P.M.).
2. 20 QUESTIONS (MBS).
3. WHAT'S MY LINE? (CBS).

BEST DAYTIME SHOW

1. ARTHUR GODFREY SHOW (Multiple Sponsors, CBS, Weekdays 10:00-11:30 A.M.).
2. THE BREAKFAST CLUB (ABC).
3. WELCOME TRAVELER (NBC).

BEST RURAL MUSICAL SHOW

1. GRAND OLE OPRY (R. J. Reynolds Tobacco Co.—William Esty Co., Inc.; NBC Saturdays 9:30-10:00 P.M.).
2. THE DUKE OF PADUCAH (NBC).

BEST PUBLIC SERVICE PROGRAM

1. AMERICA'S TOWN MEETING ABC Cooperative sponsors; ABC Tuesday 9:00-9:45 P.M.).
2. AMERICAN FORUM (NBC).
3. MEET THE PRESS (NBC).

BEST NETWORK PUBLICITY SERVICE
(Special Award)

1. COLUMBIA BROADCASTING SYSTEM
2. NATIONAL BROADCASTING COMPANY
3. AMERICAN BROADCASTING COMPANY

BEST INDIVIDUAL PUBLICITY SERVICE
(Special Award)

1. BUREAU OF INDUSTRIAL SERVICE Young & Rubicam, Inc.).
2. DAVID O. ALBER ASSOCIATES.
3. J. WALTER THOMPSON.

Trust Past

(Continued from page 1)

ger it would do so before the Tobey bill could possibly become law.

They also point out that UPT has never been convicted of anti-trust violation and question whether the company would fall under the anti-trust ban of the New Hampshire Republican's bill in any event.

At present the Commission has the discretion to deny radio and television licenses where the applicant has violated the anti-trust laws. Under the Tobey bill such denial would be mandatory for industry companies who have been convicted of violations in a government suit.

Directs Commission

The Tobey bill directs the Commission to refuse a license to any person engaged in the business of producing distributing or exhibiting entertainment for the public other than as a broadcast station licensee (or to any person directly or indirectly controlled by such person) if such person shall have been found to be in violation of any of the anti-trust laws of the United States."

Tobey said today that he would hold hearings on the bill. He has previously announced that he would hold hearings on the UPT-ABC merger. He would not say, however, when he would open either of the hearings.

In defining the antitrust violations which should be grounds for the FCC's denying a television license, the Tobey bill outlined them as "monopolizing or attempting to monopolize the production, distribution, or exhibition of any form of entertainment or unlawful agreements restricting the free and open competition in the production, distribution or exhibition of any form of entertainment.

The bill lists three conditions under which the Commission may by special permit grant a license to an anti-trust violator. It may do so if the applicant has not engaged in anti-trust violation within five years prior to the application; if "there is no probability that the unlawful practices" can or will be practiced" in connection with radio communications;" and if the applicant "does not possess the power to substantially restrict the availability of such entertainment for broadcast."

Found Violations

The bill declares that some of the "major organizations engaged in the business of producing, distributing and exhibiting forms of entertainment have "recently been found to have violated the anti-trust laws through "monopolizing and attempting to monopolize and entering into restrictive and oppressive agreements, and conspiracies to eliminate competition."

It goes on to say that it is contrary to the public interest "to permit such practices in radio and television broadcasting or to permit entertainment by radio and television broadcasting to be dominated by any persons who have violated the anti-trust laws in connection with any other form of entertainment, unless it is clearly established that granting a broadcast license to any such person will not have any adverse effect on the widest use of radio and television broadcasting."

Television--Radio

with Pinky Herman

LAST Monday nite's telecast could have aptly been "WE love Lucy," for the news of the birth of Desiderio Alberto Arnaz, prompted approximately 44,000,000 TViewers of the filmed version of the event. The Trendex rating was an atmospheric 68.8. . . . Fred Waring's Pennsylvanians will embark on an 8-week, 59 cities tour Monday. A series of dramatic films will replace until Fred Waring and the entire aggregation resume their G.E. telecasts on Palm Sunday. . . . The basic concepts of the American Way of life, freedom, courage, initiative of individual enterprise, is the underlying theme of "Front-Row, U.S.A.," a series of 26 half-hour TV films which will soon go into production at KTTV studios in Hollywood. The series will be co-produced by Paul F. Heard and Louis Forbes and will be released thru P. F. Heard TV Productions. . . . Hal Block will again appear on the "What's My Line?" panel CBSunday subbing for vacationing Bennett Cerf. Ad libs and gags between two comics, Hal and Steve Allen, should prove interesting and entertaining. . . . Emil Velazco cut short his trip to Florida to return to N.Y. to supervise the recording that the Boy Scouts Choral Group are making at the Velazco Studios. The numerous rallying songs will be a feature of the B.S.A. International Jamboree which will be held in California this summer. . . . NBC's Film Division, directed by Robert W. Sarnoff and formed but last June has already indexed and made available to outside producers more than 15,000,000 feet of film, covering 220 main subjects and 14,750 individual topics.

☆ ☆ ☆

Back about 1928 B.C. (Before Crosby) when your reporter first hit the main stem with a brief case full of lyrics and a scrap book of our high school's paper, The Aegis, with poems and verse which we'd composed when we were wont to schmoos with the muse, the country was enthralled by the dulcet tones of a young man with a megaphone, the Vagabond Lover, as Rudy Vallee was then called. Bing at the time was still a member of Pops Whiteman's Rhythm Boys. At that time Ted Collins, an exec with Columbia Records, presented a new girl singer named Kate Smith who forthwith zoomed to the heights and STAYED THERE. For the steenth time La Smith won another Award, this time her program "The Kate Smith Show" (NBC) being named by the TV editors of America "The Best Daytime Program in Television." Another member of the troupe who rates an accolade is Jack Miller, who has been musical conductor for Miss Smith from the beginnng. . . . The 11th annual conference of the Committee on Art Education, sponsored by the Museum of Modern Art, will hear a talk on puppetry and TV, delivered by Burr Tillstrom in N.Y. March 19. The creator of TV's NBClassic "Kukla, Fran & Ollie" is a strong believer in the role TV will play in the field of education. . . . Effective Feb. 2, all CBS dep'ts. will have a new phone number—PLaza 1-2345.



Kate Smith

Record $15,650,000 Mexico City Take

Mexico City, Jan. 22.—Theatres here grossed a new high record of $15,650,000 in 1952. That gross—more than $2,310,000 over 1951—is regarded by exhibitors as particularly good in view of the sharp slump in business during December which they attributed to stronger competition from the long Mexican Christmastide celebration and the enforced reduction in admission prices of 20 to 35 per cent. Exhibitors say that the 46-cent top which the city enforced for frontline first-run theatres cost the city $28,000 in lost taxes in December.

Set 2 Days Weekly For FCC Hearings

WASHINGTON, Jan. 22.—A final decision on the allocation of special theatre television channels was pushed farther off today by a Federal Communications Commission announcement that the hearings on theatre television—scheduled to reopen Monday—would be held only on Mondays and Tuesdays of each week.

Industry attorneys have estimated that there will be about 20 days of hearings once the sessions get underway, which would run the hearings for a minimum of 10 weeks. Many observers feel, however, that 20 days is a conservative estimate and that cross-questioning and rebuttal will extend the hearing days considerably beyond that number. All agree, though, that it will be well into midsummer before the Commission comes out with a final decision in the case.

Equity Scale

(Continued from page 1)

to seek a percentage scale for a theatre TV performance of a show. Theatre TV quarters claimed that the medium could only grow on a flat rate payment to cast members and other stage personnel for a theatre TV event.

Tentative proposals submitted by Actors Equity were considered a basis for bargaining. Further discussions are due between the Equity Council and Rosen. Fabian Theatres, it was learned, has a number of Broadway shows under consideration for a possible theatre telecasts, exclusive of "Gigi," which is no longer being seriously discussed.

Set British 'Oscars' Awards for Mar. 5

LONDON, Jan. 22.—Great Britain will on March 5 initiate its own version of the Hollywood "Oscar" when its British Film Academy awards Wedgwood china plaques to the best British actress, best foreign actor and actress, and the most promising newcomer.

A special "jury" of the Academy has already selected 24 British and foreign actors and actresses as candidates. Those up for the foreign awards have not been revealed, but British stars being considered for honors include Sir Laurence Olivier and his wife, Vivien Leigh, Sir Ralph Richardson, Phyllis Calvert, Celia Johnson and Ann Todd.

Producer Brisson to Host Gen. Bradley

WASHINGTON, Jan. 22. — General and Mrs. Omar N. Bradley will be guests of honor at a reception to be given by motion picture producer Frederick Brisson Wednesday at the Statler Hotel, following the world premiere that night of RKO Radio's "Never Wave At A Wac" at the Keith Theatre.

The picture was filmed with the cooperation of the Department of Defense and includes a sequence in which General Bradley plays himself.

Eight women representatives of the armed services of seven countries belonging to the North Atlantic Treaty Organization will be honor guests at the premiere.

Dallas Telethon for 'Dimes' Hits $50,000

DALLAS, Jan. 22.—The 22-hour telethon held here Saturday night for the Dallas "March of Dimes" campaign raised $50,000, it was disclosed, with praise going to Chill Wills, who was master-of-ceremonies of the event. Wills apeared at the request of the Texas COMPO.

SMPTE Board Meets

A meeting of the board of governors of the Society of Motion Picture and Television Society was held here yesterday to prepare an expansion program for the society.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 17 NEW YORK, U. S. A., MONDAY, JANUARY 26, 1953 TEN CENTS

Tradewise . . .

By SHERWIN KANE

CAMPAIGN kits for the 25th anniversary observation of Brotherhood Week, Feb. 15-22, have been sent to every exhibitor in the United States. As Sol Schwartz, national chairman of the Amusements Division, states in an accompanying letter: "This kit tells you in general terms what we want you to do. How you do it depends upon your own enthusiasm and your own ingenuity."

The kits contain all the basic information and materials needed to conduct a successful campaign in any theatre. The degree of success which the theatre attains will be in direct proportion to the effort expanded by the owner or manager. A lackadaisical campaign will produce equally indifferent results. A determined, enthusiastic campaign will achieve its full share in helping the industry to realize its goal of 250,000 new members of the sponsoring organization, the National Conference of Christians and Jews.

Correctly, the emphasis of the campaign and the accessories being provided exhibitors is upon Americanism. Brotherhood is unity, and unity is America.

• •

President Dwight Eisenhower, honorary chairman of Brotherhood Week, in a quotation for use in the theatre's campaign, declared that ". . . without understanding of each other or without a spirit of

(Continued on page 2)

RKO Receivership Suit Withdrawn

A stipulation calling for the withdrawal of the application for receivership filed by three RKO Pictures minority stockholders has been signed, Louis Kipnis, attorney for the plaintiffs, reported here at the weekend.

The disclosure came on the eve of today's scheduled hearing in the New York Supreme Court. Kipnis said he would inform the court of the stipulation, which withdraws the receivership bid without prejudice. Kipnis added that the complaint for damages against Howard Hughes, chairman of RKO Pictures board of directors, would be continued.

Report Newbery in High Republic Spot

Republic president Herbert J. Yates could not be reached at the weekend for comment on reports that Bruce Newbery, the company's managing director in England, was in line for a top domestic post, possibly as general sales manager. Newbery was called to New York Thursday from London on what was described as "urgent" business. Newbery, an Australian by birth, began his industry career with the Hoyt circuit in Australia, later serving 20th Century-Fox in the Far East for several years. He joined

(Continued on page 5)

Home TV Seen for Marciano Bout

The upcoming Rocky Marciano heavyweight title match, set for Chicago's indoor Chicago Stadium, on April 10, is expected to go to home television rather than theatre TV.

Boxing officials point out that theatre TV at its present stage of development cannot meet the price offered by home TV for an indoor bout. It was also explained that the International Boxing Club, promoter of the bout, is not worried about filling an indoor arena with a limited seating capacity, but would be prone to bar

(Continued on page 6)

Brandt Chairman of N.Y. Fete for Zukor

Harry Brandt, president of Independent Theatre Owners Association of New York, has been appointed chairman for the testimonial dinner to be held here March 4 in observance of Adolph Zukor's golden jubilee celebrations. The appointment was made by Robert J. O'Donnell, international chairman of the Zukor 50th anniversary celebrations which are being sponsored by Variety Clubs International.

In accepting the appointment Brandt said: "I feel that this dinner offers

(Continued on page 4)

Schwalberg Opens Week of Paramount N.Y. Sales Meetings

A. W. Schwalberg, president of Paramount Film Distributing Corp., will open a week-long meeting of the company's division and branch managers at the Hotel Plaza, New York, today.

Barney Balaban, president, will address the opening morning session.

On the agenda are talks by home office executives, discussions of new product, a screening of "Shane," discussions of sales and promotion problems, and other matters. The delegates also will attend a preview tomorrow evening of "Off Limits."

Speakers, in addition to Schwalberg will include: E. K. (Ted) O'Shea,

(Continued on page 5)

Reiner in Foreign Post for Goldwyn

Manny Reiner has been named foreign manager for Samuel Goldwyn Productions, it was announced here at the weekend by James A. Mulvey, Goldwyn president. Reiner will assume his new duties on Feb. 2 when his resignation as vice-president in charge of sales of PSI-TV, Inc., television producing-distributing company, becomes effective.



Manny Reiner

Reiner has had experience in mo-

(Continued on page 4)

Williamson Named WB District Head

Ed Williamson, Warner Brothers branch manager in Dallas, has been promoted to Southwestern district manager by Ben Kalmenson, distribution vice-president. The district embraces Dallas, Memphis and Oklahoma City. Williamson will have headquarters in Dallas.

Other promotions announced by

(Continued on page 5)

TOA Believes Allied Will Join In Arbitration

Starr Thinks Workable Plan Will Be Realized

Confidence that Allied States Association ultimately will join in a plan for industry arbitration was expressed here at the weekend by leaders of the Theatre Owners of America on the eve of TOA's mid-winter board of directors meeting at the Pierre Hotel, today and tomorrow.

"We have no feud with Allied," TOA president Alfred Starr said at a trade press conference with seven TOA executives. "Allied leaders are our friends and we all have common problems. Allied is com-

(Continued on page 4)

UA Gets 'Bwana'; No Bank Financing

United Artists' acquisition of Natural Vision's "Bwana Devil" required no bank financing, indicating UA's good financial position under the comparatively new management regime. The purchase price is reported to be in excess of $1,500,000, with a $500,000 down payment to Arch

(Continued on page 4)

Si Fabian Confirms WB Houses in TOA

Si Fabian, president of Fabian Enterprises, confirmed at the weekend the *Motion Picture Daily* report that he would bring the Warner theatres which he is acquiring into the Theatre Owners of America fold. When he was asked about it at a press conference and said he "definitely" would line up the houses with TOA, Alfred Starr, TOA president jumped to his feet and pumped Fabian's hand.



MOULIN ROUGE

"ONE OF THE BEST!"—Time Magazine

Starring JOSÉ FERRER
Directed by JOHN HUSTON
A ROMULUS Production
Color by TECHNICOLOR

Personal Mention

NED E. DEPINET, RKO Pictures consultant, returned here from the Coast at the weekend.

•

DR. EITEL MONACO, president of the National Association of the Motion Picture and Allied Industries of Italy and of Italian Films Export, was awarded the degree of Great Officer of the Italian Order of Merit by president Luigi Einaudi.

•

WILLIAM B. ZOELLNER, head of M-G-M's short subject and newsreel sales, will arrive in Los Angeles tomorrow on the first lap of a Western tour. He is due back here Feb. 12.

•

SAM ROSEN, partner in Lockwood-Gordon-Rosen Theatres in Connecticut, is vacationing in Florida from Hartford.

•

J. S. DUNCAN, a member of the board of Odeon Theatres (Canada) Ltd., has gone to South America on a government trade mission.

•

J MILLER WALKER, RKO Pictures vice-president, is due here early this week from conferences with HOWARD HUGHES in Las Vegas, Nev.

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JESSE L. LASKY arrived in New York from the Coast over the weekend and will leave for St. Paul, Minn., shortly.

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HARRY H. GOLDSTEIN, Allied Artists Eastern advertising-publicity director, has returned here from a three-week New England tour.

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JOSEPH WALSH, head of Paramount's branch operations, will return to New York today following a two-month tour of exchanges.

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ELMER C. WINEGAR, treasurer of the projectionists union in Buffalo, will be director general of the 1953 Shrine Circus in the spring.

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SID RECHETNIK, Warner Brothers home office trade press contact, celebrated a birthday on Friday.

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ARTHUR CANTON, Eastern M-G-M division press representative, will return here today from Boston.

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KAY NORTON, publicity manager for RKO Radio, will leave here today for Washington.

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ARTHUR ISRAEL, Paramount assistant secretary, will leave here today for Omaha and Des Moines.

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IVAN FULDAUER, M-G-M division field press representative in the Midwest, is here from Des Moines.

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SAM THOMPSON, manager of the Lyric Theatre, Guthrie, Ky., announces the birth of a daughter.

•

LLOYD LIND, Allied Artists supervisor of exchanges, will return here today from the Coast.

Another Ike Eisenhower Precedent: Newsreelers at D.C. Press Confabs

James C. Hagerty, President Eisenhower's press officer, appears in current newsreels and announces that newsreel and television cameras, and radio commentators will, once a month, cover a regular Presidential press conference. This will establish a precedent for both the newsreels and TV.

Said Hagerty:

"We want to bring the President and his words and deeds as closely as we can to the people in the home and the people in theatres, so what we are planning at the present time—and we will work out the details later—is to have a press conference and an informal talk at least once a month for the newsreels, television and radio. In that way, the President is going to give the news of his administration directly to the people in theatres and homes throughout the country."

Circus Premiere Proceeds to Palsy

Prominent personalities and representatives from newspaper and amusement fields heard Leonard H. Goldenson, president of United Paramount Theatres and United Cerebral Palsy Associations, reveal that the proceeds of the 1953 premier performance of the Ringling Brothers—Barnum and Bailey Circus, set for Wednesday, April 1, at Madison Square Garden, will go to United Cerebral Palsy of New York City, at a meeting held here at the "21" Club.

The meeting, co-hosted by Robert M. Weitman, vice-president of United Paramount Theatres, and Louis Sobol, columnist, formulated the establishment of special circus committees to assist in the sale of the premium priced tickets and those which will be sold at general admission.

Cinema Lodge to See Israel Film Tuesday

New York's Cinema Lodge of B'nai B'rith has set a "triple feature evening" for the Hotel Astor tomorrow night, billing Dr. Frank Kingdon, columnist, author, lecturer and world traveller; Elias Kagan, consultant of B'nai B'rith's vocational guidance program in New York, and the showing of the film, "The Magnetic Tide," produced in Israel.

According to Martin Levine, president of Cinema Lodge, the meeting is open not only to Lodge members and their guests, but to all in the industry.

Stage Shows for Drive-in

MIAMI, Jan. 25.—Stage shows are set for the Boulevard Drive-in Theatre here, beginning today, with six circus acts booked by Wometco Theatres, owners. Shows go on at 2:30 P.M. and include aerialists, trapeze artists and trampolinists.

L. W. McClintock, 49

MEMPHIS, Jan. 25.—L. W. McClintock, who was with Paramount for 26 years until his retirement in 1951 to manage a tourist court in Memphis, died suddenly on Friday at his home. He was 49. Death came from a heart attack. McClintock had been branch manager for Paramount in Memphis and Dallas.

Whitney an Aide to Cinerama's Roberts

C. V. Whitney was elected a member of the board of directors of Cinerama Productions Corp. at a meeting held here on Friday.

Dudley Roberts, Jr., president, said that Whitney will also become special assistant to the president, and in that capacity he will make his headquarters temporarily in Hollywood where there he will work with chairman of the board Louis B. Mayer, and with Merian C. Cooper, vice-president in charge of production, in developing the corporation's program of new films.

Whitney is chairman of the board of Hudson Bay Mining and Smelting Co. He has been identified with many American industrial enterprises, including Pan-American Airways, which he helped to found and of which he was chairman of the board from 1928 to 1941. With John Hay Whitney, his cousin, Whitney was a founder and director of Selznick International Pictures, which sponsored "Gone with the Wind" and many other pictures.

11-Man Loew's Board Up for Reelection

The 11-man board of Loew's, Inc., has been nominated for reelection by management, according to a Loew's proxy statement issued at the weekend.

The nominees are Nicholas M. Schenck, Joseph R. Vogel, J. Robert Rubin, William F. Rodgers, Leopold Friedman, George A. Brownell, F. Joseph Holleran, Eugene W. Leake, Charles C. Moskowitz, William A. Parker and Henry Rogers Winthrop.

The annual stockholders' meeting will be held in New York at the home office on Feb. 26.

Gardner MGM Branch Manager in 'Frisco

S. J. Gardner, assistant to George A. Hickey, M-G-M's West Coast sales manager, has been named manager of M-G-M's San Francisco office by Charles M. Reagan, general sales manager. Gardner started with M-G-M in 1931 as a salesman in Philadelphia, subsequently becoming branch manager in Salt Lake City and in Los Angeles.

Tradewise . . .

(*Continued from page 1*)

Brotherhood, we would soon cease to exist as a great nation."

His words fully justify the declaration of the industry committee that participation in the Brotherhood Week campaign is " . . . an opportunity for every exhibitor to serve his country."

It is indeed, as the campaign material asserts, "of the utmost importance this year that the purpose of this organization—to promote justice, friendship, understanding and cooperation among Protestants, Catholics and Jews—be supported by all loyal American showmen in the nation."

And as Schwartz adds: "No high pressure methods are needed to impress you to support Brotherhood Week. The work of the NCCJ is important to all of us. It is in the theatres where the people of every race, creed and color gather in peace and friendliness.

"I hope you will make your theatre a vital part of Brotherhood Week."

The materials with which to do it are in your hands. It's up to you.

Drawing Disposes Of 6 Jap Permits

Six Japanese import permits that had not been allocated to member companies of the Motion Picture Export Association were disposed of by drawing lots at a meeting of the MPEA here Friday. The winning companies were Columbia, M-G-M, Paramount, RKO, 20th Century-Fox and Warner Brothers. As the deadline for the allocations was March 1, it was decided to settle the issue by lot.

Under the plan, the four "losing" companies—United Artists, Universal, Republic and Allied Artists—will get the first four allocations from next year's permits and the balance will be split among all 10 member companies.

Robert Corkery, head of the Latin America desk of the MPAA, gave a report on film conditions in Brazil and Argentina, most of which had been covered by president Eric Johnston's report on the latter's recent South American tour.

Carl York started on a report on the film situation in Norway, but he was unable to finish because of time limitations and he will complete his remarks at a meeting of the MPEA here tomorrow.

Elect Ralph Hetzel MPEA Vice-president

Ralph Hetzel, Jr., vice-president of the Motion Picture Association of America, was elected vice-president of the Motion Picture Export Association at a meeting of the MPEA here on Friday. Hetzel is in charge of the New York office of the MPAA.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

David Schine Heads Probe Consultants

Washington, Jan. 25.—David Schine of Miami Beach, Florida and Gloversville, New York, has been named head consultant to the Senate Investigating sub-committee on its proposed investigation of Communist activities. Schine is the son of Schine circuit head Meyer Schine.

The Senate Investigating group is a sub-committee of the Senate Committee on Government Operations, headed by Senator McCarthy.

'Brotherhood Week' Aided by Circuits

Heads of top circuits are pledging support for the amusement industry's participation in "Brotherhood Week," Feb. 15-22, on behalf of the silver anniversary of the National Conference of Christians and Jews, it was announced here by Harry Mandel, coordinator for the amusement division.

Sol A. Schwartz, national chairman for the committee, and Walter Reade, Jr., national exhibitor chairman, have received from circuit heads, many promises of cooperation, among them, F. H. Ricketson, Jr., Fox Inter-Mountain; Leonard H. Goldenson, United Paramount; Myron N. Blank, Central States; Robert J. O'Donnell, Interstate; John Balaban, Balaban and Katz; Gerald Shea, Jamestown Amusement; Joseph Vogel, Loew's; Theatres; Spyros Skouras, Jr., Skouras Theatres; Harry Brandt, Brandt Theatres; Fred Schwartz, Century, and Sam Rinzler, Randforce.

Review

"Tonight We Sing"

(20th Century-Fox)

A LAVISH, richly colored production, filled with many beautiful popular classical scores and arias, is offered in this 20th Century-Fox release. It should find a wide audience with the growing acceptance by the American public of what is called "good music." Heightening entertainment values are a number of excellently performed ballets.

The musical and ballet sequences are built around the life of that well-known impresario, Sol Hurok, played by David Wayne. Although there is much that is gratifying in the story line, the running time of 109 minutes appears overlong. In consequence, many of the operatic and dance scenes interwoven in the story become static. However, these faults are minor in comparison with the over-all production values, the merit of Ezio Pinza as a marquee attraction, and the exciting music. This George Jessel production, in color by Technicolor, is a good film and should win the mass audience.

Pinza, as the great Russian opera star, Feodor Chaliapin, turns in a top performance and his singing is one of the high points of the film. The voice of Jan Peerce is also featured in the romantic role played by Byron Palmer. With these two talented voices, the operatic arias from "Madam Butterfly," "Boris Goudenov," "La Traviata" and "Faust" are a delight.

The story finds David Wayne as Hurok emigrating to America to make his fortune as an impresario. Intent upon winning a wide audience for talented artists, he pursues his attempt to sign up Pinza, sending letter after letter imploring him to come to this country. In order to win a bet, Pinza asks Wayne to come to Paris only to disappoint the frustrated impresario. Meanwhile, Wayne has left his newly-married wife, Anne Bancroft, in the U. S. uncertain over his future. On the trip back, picking up Palmer and a famous, gifted violinist on the boat, he hits pay dirt by signing them up. From there on in it's one top artist after another, including Pinza and the talented ballerina, Anna Pavlova, played by Tamara Toumanova. As a result of a busy life, his marriage has its ups and downs, adding human interest to the story.

Others in the cast include Roberta Peters, Isaac Stern, Byron Palmer, Oscar Karlweis, Mikhail Rasumny and Steven Geray. Mitchell Leisen directed, from a screenplay by Harry Kurnitz and George Oppenheimer, based on a book by Hurok and Ruth Goode.

Running time, 109 minutes. General audience classification. For April release.

MURRAY HOROWITZ

Award Citations to Jimmy Fund Leaders

BOSTON, Jan. 25.—Citations were awarded to state chairmen and co-chairmen of the 1952 Jimmy Fund Drive at a luncheon of the Children's Cancer Research Foundation.

Among the recipients were: Walter A. Brown, president of the Boston Garden and chief barker of the Variety Club of New England; James Mahoney, general manager of Interstate Theatres; Michael Redstone, Redstone Drive-In Theatres; Ben Rosenwald, Boston M-G-M branch manager; Hatton Taylor, Boston RKO Pictures branch manager; Theodore Fleisher, president of Interstates Theatres; Hy Fine, Boston manager for New England Theatres Corp.; Michael Kavanagh, general manager for Shubert Theatres.

Also, Cornelius Russell, Sr., Bangor, Me.; Ralph Tully, Portland, Me.; Lloyd Bridgham, John Fagan, Dover, N. H.; Frank Bennett, Rutland, and Ernest Fitzgerald, St. Johnsbury, Vt.; Harry Feinstein, general manager for Warner Theatres in New England; Edward Fay and Meyer Stanzler.

Set Chakeres Drive-in

HOLLYWOOD, Jan. 25.—The Federal Theatre Co., operating a string of houses in Ohio and Kentucky, will build a 500-car drive-in near Morehead, Ky. Ellis Johnson, Morehead State College football coach, said to be financially interested in the project, will manage the house, which is scheduled for opening in the spring.



On behalf of our sponsors—

Swanson

and

Johnson's Wax

and the whole gang on

"The Name's the Same"

THANKS!

—Robert Q. Lewis

All Should Book 'The Hoaxters': Starr

Every theatre in the free countries of the world should show "The Hoaxters," anti-Communist documentary, in the opinion of Alfred Starr, president of the Theatre Owners of America. Starr voiced his sentiments in a letter to M-G-M after witnessing the 36-minute subject produced by Dore Schary and written by associate producer Herman Hoffman.

UA Gets 'Bwana'

(*Continued from page* 1)

Oboler and his associates, paid out from company funds. The balance is to be paid from revenue accruing from the play-offs.

All exhibition contracts made to date for "Bwana Devil" have been taken over by UA, which will handle the picture on a worldwide basis. In announcing the conclusion of the deal, UA said the picture has "racked up the biggest grosses in theatrical history" in its initial engagements in Los Angeles, Hollywood, San Francisco, Detroit, Philadelphia, Dallas, Houston, San Antonio and Pittsburgh.

Arrangements have been made for Altec and RCA Sound Service to offer their services for surveys, new equipment recommendations and supervision of equipment installation to theatres which have contracted or which will contract to exhibit the new tri-dimensional film. In addition to the present 5,000-foot-reel form in which "Bwana Devil" has been released—a form requiring 23-inch magazines on motion picture projectors—prints will be made available on special 17⅜-inch reels, holding approximately 2,600 feet of film, adaptable to the standard 20-inch projector magazine.

"Bwana Devil," which was written, produced and directed by Oboler, is an African adventure drama starring Robert Stack, Barbara Britton and Nigel Bruce. Joseph Biroc directed the photography and Gordon Jenkins composed and conducted the music.

Milton Gunzburg, who has the Natural Vision patent, supervised the use of the process for "Bwana Devil."

Brandt Chairman

(*Continued from page* 1)

the industry the opportunity for the most important event of our lifetime, to salute our greatest pioneer whose unblemished record will be a target and goal for everyone for many years to come. Certainly no one approaches him either in the period of years or of great service."

Brandt revealed that the anniversary dinner to Zukor, which will be held at the Waldorf-Astoria Hotel, will be a golden affair from all standpoints, with distinguished guests from other industries and from public life in attendance.

Meanwhile, the anniversary dinner which had been planned for Zukor in Dallas on Feb. 6 has been postponed until a later date, some time after the New York celebration. Zukor will be honored at a Canadian dinner in April and in Mexico City in May. He is scheduled to visit Europe in the fall and will be honored in Chicago on his return.

TOA Believes

(*Continued from page* 1)

posed of intelligent men and we see eye-to-eye with them on many objectionable trade practices. We believe that a workable plan will be worked out, even though the plan will not be perfect at the beginning, and that Allied will come in."

Starr said that the subject of arbitration would be an important item on the agenda of the TOA board meetings. He said it would be up to the board to decide whether to attempt to initiate an arbitration plan without Allied's participation, but Walter Reade, Jr., chairman of the executive committee, pointed out that two years ago the distributors declined to enter into any arbitration plan without Allied.

Agreed With Allied

Herman Levy, TOA general counsel, who attended the press parley, said that he agreed with Allied in its position on pre-releases, but that "it was unfortunate" that Allied had taken the position it had on rejecting the latest draft until certain alleged abuses had been corrected. He said that Abram F. Myers, Allied general counsel, had done a good job in making his report on the distributors' draft at the Chicago Allied convention ,but that the "plus points" exceeded the "minus points" and that the minus points could be solved.

The TOA leaders said they agreed with Allied on many of the latter's objections, particularly on the issue of pre-releases. They said they would like to have a definition of what constitutes pre-release. They pointed out that they didn't object to a pre-release if a picture deserved such handling but that there were too many of them now. In fact, one TOA leader asserted that there hadn't been a picture in the true pre-release category since "Gone With the Wind." The public, he said, just cannot "gobble up" three pre-release, advanced admission price pictures on the market at the same time. The TOA executive questioned the legality of withdrawing a picture from the general market after a first-run engagement.

Doesn't Share Pessimism

Starr said he did not share the pessimism expressed in some quarters over the future of the industry. Show business, he said, was as "old as man" and the public will always look for entertainment. The film industry has been able to adapt itself to changing times and both the exhibitors and the public were "enormously interested" in the development of three-dimensional pictures, he stated. Starr's views were shared by Elmer Rhoden, head of Fox Midwest Theatres, and Frank (Rick) Ricketson, head of Fox Rocky Mountain Theatres, who were present. Ricketson said the public was eager to buy "something new" and "all we have to do is to give it to them." Rhoden pointed to increased activity of film industry stocks on Wall Street and the fact that good pictures are grossing more than they ever did as an indication of a new public confidence in motion pictures. Charles Skouras, National Theatres president, also attended the press meeting.

The TOA executive committee met yesterday. The board is scheduled to go into its initial session this morning.

Rhoden Sees More Top Films in '53

A recent survey by Fox Midwest Theatres disclosed that there were 47 pictures that can be classed as top quality product on this year's release schedule compared with 31 films in that category a year ago. This was revealed here at the weekend by Elmer Rhoden, head of Fox Midwest, in pointing up the improved quality of product.

Albany TOA Meet On Legislation

ALBANY, N. Y., Jan. 25.—A discussion of legislation pending at the Capitol here and the establishment of a drive-in section within the Albany Theatre Owners of America are among the subjects on the agenda for an Albany TOA meeting tomorrow.

Among the bills slated for consideration, and certain to be opposed, are two for hourly minimum wages of $1 and $1.25 in the state, and another requiring workmen's compensation coverage for a single employee.

Objectives of the drive-in group would include collective advertising and the setting up of a separate newspaper directory for outdoor theatres.

Reiner in Post

(*Continued from page* 1)

tion pictures, television, radio and public relations over a 20-year period. He joined PSI-TV last summer after two years as sales manager for Louis G. Cowan, Inc.

Reiner entered motion pictures in 1933 with Warner Brothers and subsequently was associated with M-G-M, Monogram and Paramount. From 1942 to 1946 he was film officer in Europe for the Office of War Information and, from 1946 to 1950, was general manager in Latin America and Australasia for the David O. Zelznick Organization.

Reiner's first assignment for Goldwyn will be to launch foreign sales of "Hans Christian Andersen." After a series of conferences with Mulvey on the world situation as it affects distribution, Reiner will go abroad on a sales inspection trip. He will make his headquarters in New York upon his return.

Uphold Silverman On Woods Purchase

CHICAGO, Jan. 25.—The Illinois Supreme Court has unanimously upheld the legality of the purchase of the Woods Theatre Building here from the Franciscan Fathers by Edwin Silverman.

Turned down was the appeal by plaintiffs Emil Stern, Minnie Stern, and James Both, and others, asking reversal of the decision of the Appellate Court, which had ruled in favor of Silverman. The plaintiffs alleged that Silverman, head of Essaness Theatres, who had a management contract to operate the Woods for the plaintiffs, had bought the building and invoked a clause terminating the lease without giving the plaintiffs an opportunity to participate in the purchase.

In the THEATRE Equipment World . . .

. . . *with RAY GALLO*

AN agreement providing for an expanded program of joint research and development in the field of industrial and broadcast television cameras and studio equipment has been signed by General Precision Laboratory, Inc., Pleasantville, N. Y., and Pye Limited, of Cambridge, England. In addition to work on cameras the companies will combine efforts on theatre television. GPL is the developer of the Simplex theatre television system of direct projection now used in many theatres in this country.

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An improved version of its "Deluxe" series of in-car speakers is announced by Motiograph of Chicago in a new brochure just issued. Among the features described is the use of a full magnet five-inch diameter speaker unit, which is pointed out as being 20 per cent larger than that used in many in-car speakers. Other features include multi-tapped transformers designed to permit exact matching of speakers and amplifier circuits of any sound system desired.

•

Canadian patents for "Permascreen," which consists of steel plates with a surface of vitreous enamel fused on for mounting on existing or new drive-in towers, have been applied for by Poblocki and Sons, Milwaukee. In making the announcement Ben Poblocki, president, listed the current Canadian distributors of his company's products. They include the following branches of General Theatre Supply Co. Ltd.: 271 Edmonton St., Winnipeg, Man.; 86 Charlotte St., St. John, N. B.; 916 Davie St., Vancouver, B. C.; 861 Bay St., Toronto. Also, D. McDonald, c/o Mrs. R. B. Masterton, 142 Duffrin St., Moncton, N. B.

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S. Ernest Kulp, a member of the board of directors and of the executive committee of the Masland Duraleather Co., Philadelphia, was reelected president of the Plastic Coatings and Film Association during its annual meeting in New York recently. Reelected vice-president was G. H. Callum, of the U. S. Rubber Co., Mishawaka, Ind.

•

Extra assurance of carbon stub alignment when coming into burning position is provided in a new development of the Hanover permanent clamp type carbon saver distributed by Norpat Sales, New York. This is a device, the principle component of which is a spring about two inches wide and half an inch high, that is attached to the pivotal screw, with the spring so contoured as to exert tension on both the retiring carbon jaws and those holding the incoming stub, allowing pivotal action without side play. The positive alignment device may be attached, according to the distributor, to carbon savers for all Suprex trims, including one-kilowatt.

Players to Promote Industry Abroad

Loew's International, on Feb. 5, will sponsor a precedental promotion of the industry when it dispatches a troupe of M-G-M players by Northeast Airlines to the Far East for a six weeks tour to stimulate box-office activity and expand foreign markets.

In the troupe will be Marge and Gower Champion and Richard Montalban. Their aim is to meet and be seen by the film-going public. They will make radio and stage appearances and give performances. In many instances holidays will be declared to coincide with their arrival.

The U. S. State Department, recognizing the value of films, has, it is understood, endorsed the tour.

Cities to be visited will include Manila, Calcutta, Bombay, Singapore, Bangkok, Hong Kong and Tokyo. Tours will be keyed to openings of "Everything I Have Is Yours," "My Man and I" and "Sombrero."

Arthur Pincus, assistant director of publicity and advertising of Loew's International, arranged the tour.

Celebrities Set for 'Above' Premiere

Approximately 100 personalities from the entertainment field, in addition to a number of prominent newspaper writers, will be on hand for M-G-M's invitational preview of "Above and Beyond," to be held Thursday night at Brandt's Mayfair Theatre here. The event will be broadcast over TV and radio via WJZ-TV and ABC's radio outlet, WJZ, with Tex and Jinx McCrary handling the video part of the broadcast.

Among those who have accepted invitations are: Wendy Barrie, Richard Barthelmess, Gertrude Berg, Milton Berle, Sherman Billingsley, Joe E. Brown, Red Buttons, Igor Cassini, Constance Collier, Frank Conniff, John Conte, Jackie Cooper, Glenda Farrell, Jose Ferrer, Dorothy Fields, Vinton Freedley, Eva Gabor, Magda Gabor, Zsa Zsa Gabor, Dave Garroway, Gabby Hayes, Harry Herschfield, Roy W. Howard, Alice Hughes, Ted Lewis, Claire Booth Luce, Jeffrey Lynn, Leonard Lyons, Jeanette MacDonald, Gene McHugh, Millard Mitchell, Arthur Murray, Russell Nype, Cole Porter, John Raitt, Gene Raymond, Lanny Ross, David Sarnoff, Jimmie Savo, Herb Shriner, Jules Stein, Ed Sullivan, Herbert B. Swope, Jr., Mel Torme, Earl Wilson and high ranking Air Force officers.

N. Y. Variety Tent Enrolls Twenty-Two

Twenty-two have been enrolled in the first few days of the membership drive of the Variety Club of New York, Tent No. 35, membership chairmen William J. German and Martin Kornbluth, disclosed here at the weekend.

Among the 22 are: Edwin A. Aaron, Anthony Agoglia, John J. Bergen, Jr., Daniel A. Bizzoco, Louis A. Bonn, Wilford Bower, George Brandt, Robert E. Burns, David D. Dash, Si Lipson, Aaron Katz, Harold Kaye, Benjamin Perse, William J. Reddick, Allan Robbins, Milton Salzburg, Ira Simmons, Joseph M. Sugar, Paul H. Terry, William M. Weiss, William H. Westphal and Max Youngstein.

Reviews

"Winning of the West"

(Columbia Pictures)

THE LATEST GENE AUTRY FILM follows standard Western lines, highlighting enough shooting and fighting to please action fans.

Autry, a Ranger, pits himself against an outlaw group who use Indian raids as a smoke screen for their bandit activities. Unfortunately for Gene, his brother is a member of the gang. During a holdup Gene deliberately avoids shooting his wayward brother and as a result Gene is fired from the Rangers.

Others in the cast are Smiley Burnette, who provides the laughs, as usual; Gail Davis, who runs the local newspaper after the murder of her publisher father, and Richard Crane, Robert Livingston, House Peters, Jr., and Gregg Barton.

There is a lot of shooting and fighting before Gene unmasks the outlaws and has himself reinstated in the Rangers. His brother meets his death at the hands of one of the gunmen.

Armand Schaefer produced and George Archainbaud directed, from the screenplay by Norman S. Hall.

Running time, 57 minutes. General audience classification. January release.

"Star of Texas"

(Allied Artists) *Hollywood, Jan. 25*

THIS STORY of Texas Ranger operations in 1879 is a Grade "A" Western, deftly directed and produced with a solid story that holds the interest throughout. It concerns a method by which the Rangers detected and finally coped with a robber band which specialized in effecting the escape of prisoners from Texas jails, building up the prices on their heads and then turning them in for reward money. In addition to such activity, the band had a sideline of bank robbing and stagecoach raiding. There is nothing commonplace about what happens, and yet logic is never ignored nor plausibility stretched.

Wayne Morris is the star of the picture, receiving excellent support from Paul Fix, Jack Larson, Frank Ferguson and Rick Vallin. There are no women in the cast, but this is not a point of importance, since there is nothing for a woman to do in the story. The film could have failed dismally with a formula plot, but this one is as fresh as its handling.

"Star of Texas" is a Westwood production, produced by Vincent M. Fennelly and directed by Thomas Carr, from a story by Dan Ullman. Others in the cast are James Flavin, William Fawcett, Robert Bice, Mickey Simpson, George Wallace, John Crawford, Stanley Price and Lyle Talbot.

Running time, 68 minutes. General audience classification. January release.

"Savage Mutiny"

(Columbia)

THE task of clearing an island of its natives so that an atom bomb can be tested is Johnny Weissmuller's chore in this latest of the "Jungle Jim" series. Agents of an enemy power are bent on sabotaging the plan by conspiring to mislead the natives into remaining on the island so that when the bomb goes off, the consequent human slaughter can be exploited as propaganda.

There is a good amount of action, including fights between animals, between Weissmuller and wild beasts, and between men. By way of feminine appeal, Angela Stevens portrays a medical officer who shares the adventures with Weissmuller in the heart of Africa. Various struggles and close calls beset the star before he blots out the subversive group. Comedy touches are supplied by Tamba, the chimp.

Sam Katzman produced and Spencer Bennet directed, from a screenplay by Sol Shor. Others in the cast are Lester Matthews, Nelson Leigh, George Robotham, Paul Marion, Gregory Gay, Leonard Penn, Ted Thorpe, Charles Stevens.

Running time, 73 minutes. General audience classification. For March release.

Report Newbery

(Continued from page 1)

Republic in 1945 as supervisor for Australia and the Far East.

Meanwhile, Yates formally announced that "Republic has released Jimmy Grainger from his contract with Republic so that he can accept the presidency of RKO Pictures offered to him by Mr. Howard Hughes." Grainger takes over his new post on Feb. 9.

24 More Openings Set for 'Andersen'

Samuel Goldwyn's "Hans Christian Andersen" has been set for 24 additional openings around the country in the next month. Among the large city openings scheduled are the Oriental, Chicago, Feb. 10; Philadelphia, the Midtown, Feb. 3; Atlanta, Loew's Grand; Pittsburgh, Fulton; Seattle, Music Box; San Francisco, Stage Door; Washington, Metropolitan; Dallas, Tower; Houston, Metropolitan, and San Antonio, the Texas, all on Feb. 19.

Also, Fort Worth, Palace; Baltimore, Hippodrome, both on Feb. 20; Oklahoma City, the State, Feb. 26; Denver, the Denham, Feb. 27; Detroit, the Adams, and in all principal Florida cities throughout the month.

Williamson

(Continued from page 1)

Kalmenson include H. C. (Cotton) Vogelpohl from sales manager in Dallas to branch manager, replacing Williamson. James C. McCrary moves up from salesman to local sales manager. Doak Roberts continues with the company in an advisory capacity for the Southwest.

All changes take effect on Feb. 1.

Stage Shows Help Portland Business

PORTLAND, Ore., Jan. 25.— Stage productions did extra well in Portland during 1952, with the high-money taken by Sammy Kaye, grossing $50,000 at Portland's Paramount. Also a half dozen shows at Evergreen's Mayfair took a corresponding amount. With Betty Hutton billed for February at both Paramount theatres in Portland and Seattle, on advance reservations, managers predict that she will do equally as well as Kaye. Other stage shows enroute may also cut a large deficit from screen productions at first-run houses.

Big-screen television and third-dimension films will be among the big surprises here during 1953, advise theatre executives. Wiring for big screen TV programs is now being installed at John Hamrick's Liberty Theatre, reports city manager Marvin Fox.

Evergreen theatres, including the Paramount, Orpheum, Mayfair, Oriental and Hollywood expect to have Natural Vision and possibly a new Ediphor in at least one of the houses during 1953.

Schwalberg

(Continued from page 1)

distribution vice-president; Jerry Pickman, vice-president in charge of advertising-publicity; Oscar Morgan, short subjects sales manager, and others. Division managers' assistants will be among the contingent of 45 key field executives at the meeting.

Other Executives

Among other home office executives who will attend are: Monroe Goodman, executive assistant to Schwalberg; Joseph Walsh, head of branch operations; Martin Friedman, head of the playdate department; Arthur Dunne, head of the contract department; Harold Beecroft, head of the bidding department; Fred Leroy, statistical department head, and Robert J. Rubin, assistant to Barney Balaban, Paramount president.

Division managers who will be present include: J. J. Donohue, Central; Howard Minsky, Mid-Eastern; Al Kane, South Central; Hugh Owen, East-Southern, and George A. Smith, Western. Also, division managers' assistants H. D. Cohen, Robert Weber, Lloyd Henrich, E. A. Fitter and Lester Coleman, Western. Also, Henry Randel, New York Metropolitan District Manager.

Branch Managers present will be: Mike Simon, Detroit; Harry Hamburg, Kansas City; J. H. Stevens, Chicago; Buck Weaver, Oklahoma City; Bill Holliday, New Orleans; Phil Isaacs, Washington; Jess McBride, Minneapolis; Irving Werthamer, Milwaukee; Bill Meier, Cincinnati; Andy Anderson, Omaha; Dan Houlihan, Albany; Harry Buxbaum, Cleveland; Dave Kimelman, Pittsburgh; Frank Smith, Salt Lake City; Dick Frank, Indianapolis.

Also, Don Hicks, Des Moines; Wayne Tiriot, Portland; John Moore, Boston; Ulrik Smith, Philadelphia; Jim Ricketts, Denver; Ed DeBerry, Buffalo; Ed Chumley, Jacksonville; Al Duren, Charlotte; Neal East, San Francisco; Gordon Bradley, Atlanta; Tom Bridge, Dallas; Howard Nicholson, Memphis; Henry Germaine, New Haven; Henry Haas, St. Louis; Henry Haustein, Seattle; Al Taylor, Los Angeles, and Myron Sattler, New York.

Censor Cuban 'Reels

HAVANA, Jan. 25.—Local newsreels will not be exhibited in Cuba without the approval of authorities, according to Ramon Hermida, Minister of the Interior. Several days ago, he prohibited the exhibition in island theatres of newsreels showing rioting university students.

TOA Confident Of TV Allocations

Despite some opinions to the contrary, the Theatre Owners of America believes that the Federal Communications Commission can be convinced of the "righteousness" of granting exclusive channels for theatre television, Si Fabian, chairman of the National Exhibitors Theatre Television Committee and head of Fabian Enterprises, said here at the weekend. Commenting on the FCC hearings which will get under way in Washington today, Fabian said at a trade press conference that the industry "feels it is entitled to the allocations" and that all segments of the industry were behind the application 100 per cent.

Takes 'Jazz' Chi. Bid Under Advisement

CHICAGO, Jan. 25.—The Warner Brothers' petition for an extended first run on "The Jazz Singer" has been taken "under advisement" by Federal Judge Igoe "because too many films have been getting extended runs" and he wants to follow the progress of "Peter Pan" and "Hans Christian Andersen," both of which have been granted extended playing time (over the two-weeks limitation set forth in the Jackson Park decree for "affiliated" theatres). Also coming up for consideration by Judge Igoe is a request for an extended run on "Moulin Rouge," a United Artists' release.

New Maneuvers in 'Love Moods' Case

BALTIMORE, Jan. 25. — An appeal seeking reversal of the Maryland Board of Censors' refusal to license "Love Moods" was withdrawn by the petitioner, John Rose a Washington distributor.

A City Court judge granted the request, filed by Rose's lawyer after the Attorney General's office had sought dismissal of the appeal on grounds that the film in its present form differs from that acted upon by the censor board.

NBC-TV Is Utilizing Vistascope Units

The National Broadcasting Company's television network is currently experimenting with Vistascope, the new camera process for live-action filming owned jointly by Paramount Pictures and Sol Lesser.

For the next four or five weeks, the Vistascope units will be made available exclusively to NBC-TV and then the process will be offered to other television networks.

NTFC Hosts TV Editors

The first National Television Film Council luncheon-meeting of the year, on Thursday, will have as guests TV editors from trade papers and magazines, Arche A. Mayers, new NTFC president announced. Included in the program will be the inauguration of new officers and board of directors. The luncheon-meeting will be held at New York's Hotel Warwick.

Television--Radio

with Pinky Herman

WE NEED MORE OF people like William Rainy, a private in the Canadian Army, who last week, on the "Take A Number" program over Mutual, asked emcee Red Benson to turn over to the Traveler's Aid Society more than $1,000 worth of gifts which he had won on the program. Rainy hails from Vancouver, B. C., is a Korean War vet and is currently stationed at Camp Borden, Ont. . . . Next Friday marks the "Lone Ranger's" 20th anniversary on the air. Hi-yo, Silver! . . . With the premiere Thursday, Feb. 5, of "Ding Dong School," a TV series featuring school marm Frances Horwich originating from NBChicago (10:00 A. M., E.S.T.) Scott Paper Co. which first ventured into TV but a scant four months ago, will become one of this medium's biggest sponsors. It currently sponsors "Scott Music Hall," starring Patti Page, Frank Fontaine and Mary Ellen Terry on NBC-TV, and also started a participating sponsorship of "Omnibus," telecast CBSundays. . . . Richard de Rochemont, producer of the "Mr. Lincoln" segs of "Omnibus," returned over the week end from Champion, Ill., where he took part in a Seminar at the U. of Ill. dealing with the role films will play in education via TV.

☆ ☆ ☆

Five years ago, Barbara Jo Allen placed her alter ego, Vera Vague, in the family trunk and retired to her home and avocation as Mayor of Woodland Hills, Cal. However, when she was called to the phone one evening by Walt Framer, producer of "Strike It Rich," "The Big Payoff" and "Double or Nothing," and offered the juicy role of femceeing the new "Greatest Man on Earth," ABC-TVehicle, she revived the Vera Vague character, came East and is rapidly acquiring a rep. as the female "Groucho Marx." Program is telecast Thursdays, 8:00-8:30 P.M. . . . The only disk jockey in the cast with an M.A. degree, Brad Phillips, whose daily WINSpieling about recorded music and philosophy is easy on the ears, did a four-hour stint yesterday to help raise funds for the March of Dimes. Visitors to the show, including Perry Como, Peggy Lee, Guy Mitchell and other top notch recording stars, aided no little in the successful results of the pitch. . . . Mutual Broadcasting System will again feature baseball games on radio and TV this season. The daily "Game of the Day," radioratory will have Al Helfer and Dizzy Dean at the mike. Falstaff Brewing Co. will sponsor the first 4½ innings while 2,700 local and regional sponsors will participate in the second half of each game. . . . Bill Cullen, panelist on Robert Q. Lewis' interesting "The Name's the Same" program, saw Mamie Eisenhower to her hotel in New York, Tuesday night, after the show and also after the Inaugural of the new President last Tuesday. However, this Mamie Eisenhower is Ike's cousin from Harrisburg, Pa., who was a guest on Robert Q.'s program that evening.



Walt Framer

☆ ☆ ☆

CBS is busily experimenting with and testing Hollywood's latest optical matting device for possible use in the near future. Trade name of this new development is Vistascope. . . . March of Time execs are elated over the fact that last week its documentary TV series hit a new high, more stations showing them than any other documentary flickers, and are tossing a cocktail party tomorrow and preview of the latest M. of T. subject. . . . Bur-Mil Cameo Hosiery, MBStarting Feb. 23, will sponsor an across the board series of five-minute fashion and news of interest to milady by Helen Hall. . . . Gregory Ratoff may sign Jack Lescoulie for his next flicker, the lad currently doing a swell announcing job on Dave Garroway's NBC-TVehicle, "Today." . . . NBC Film Syndication has sold "The Douglas Fairbanks Presents" TV series to outlets in 35 major markets since mid-September of last year. The films, produced in England, have that quality which only an experienced motion picture personality like Doug can guarantee. . . . Fred Waring and his Pennsylvanians, preparing to leave today on an 8-week tour of 59 cities, will have to rent bull fiddles and harps in those cities for the concerts as those instruments are too bulky for the chartered plane. Hugh Fleming, a slightly ??? more than chubby member of the Glee Club, spent an anxious few moments at the airfield till the maestro assured him that he could accompany the troupe on the tour.

Says Stars Demand Overseas Filming

HOLLYWOOD, Jan. 25.—The assertion that 32 picture personalities now refuse to accept picture assignments unless the pictures are to be produced outside the United States, so that they can avail themselves of the 18-month loophole in the income tax law, was made by AFL Film Council chairman Roy M. Brewer in a letter to Gunther Lessing, chairman of the board of the Society of Independent Motion Picture Producers over the weekend.

The Brewer letter, which did not name the persons referred to, nor criticize the tax laws, was in the nature of a reply to statements by Lessing to the effect he would not be disposed to agree for SIMPP to any arrangement made by the AFL Film Council with the Association of Motion Picture Producers at the Thursday night meeting on foreign production.

Lessing today told MOTION PICTURE DAILY he believes the decision on where a picture shall be made is strictly management's prerogative.

Marciano Bout

(Continued from page 1)

home television for an outdoor title bout, with so many more seats to fill.

The IBC, it was learned, expects to get from $250,000 to $300,000 for home television rights for the April 10 event, which will pit Marciano against ex-heavyweight champion Jersey Joe Walcott, if present plans materialize. For the last Marciano-Walcott bout, which was a theatre TV sell-out, Theatre Network Television guaranteed $105,000 to the IBC. It was staged in Philadelphia's outdoor Municipal stadium.

An IBC spokesman, commenting on Walcott's reluctance to sign, said that another contender would be selected if the ex-champion is not available. The other contenders, he added, could be Ezzard Charles, Rex Layne, or Roland La Starza.

SMPTE Adopts Plan For New Expansion

A program of expanded motion picture and television technical services, adopted by the Society of Motion Picture and Television Engineers' board of governors, was disclosed here at the weekend by Herbert Barnett, president.

The program encompasses the formation of new SMPTE units in other cities, counseling assistance to colleges and universities, aid to technical publishing firms, encouragement of theatre TV for education and increasing the Society's public relations activities.

'Journal' Winners at Party Here Thursday

Winners of the New York *Journal-American* film contest will be the guests of the Organization of the Motion Picture Industry at a reception to be held here at the Stork Club on Thursday, according to an announcement by Fred J. Schwartz, OMPI chairman.

The contest awards, based on the results of the Associated Press "best players" poll, will be presented to the 18 winners by film stars in the presence of industry executives.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 18 NEW YORK, U. S. A., TUESDAY, JANUARY 27, 1953 TEN CENTS

TOA Will Seek Allied Meeting On Arbitration

Board Thinks Rentals Should Be Conciliated

A committee of Theatre Owners of America members will be appointed shortly by president Alfred Starr for the purpose of seeking a meeting with important Allied leaders to discuss the entire matter of arbitration from the point of view of exhibition. This was announced here yesterday by Starr at the conclusion of the first day's sessions of the TOA board of directors at the Pierre Hotel.

Starr said that TOA believes the problems of film rentals in distress cases cannot be handled or solved through arbitration, but that they can be handled effectively through a policy of conciliation, the principle of which already has been agreed upon by the various segments of the arbitration conference.

Mitchell Wolfson, former TOA

(*Continued on page 3*)

TOA Tables Action On 16mm. Suit

Theatre Owners of America will take no formal action in defining an official stand on the government's 16mm. anti-trust suit until there is an expression of attitude by the new Attorney General, it was decided yesterday at the TOA board meeting here.

A poll of units to determine what

(*Continued on page 3*)

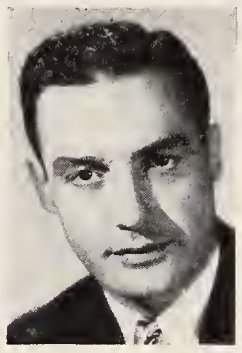
Seek Wide Public For 'The Hoaxters'

Merrill, Wis., Jan. 26.—Special efforts were put into effect in this area to bring the message contained in M-G-M's "The Hoaxters," an anti-Communist film, to the public.

It was shown free at special showings at the Badger Theatre here, in addition to being featured along with the main program. In four other nearby cities, M-G-M's Lou Orlove interested all patriotic and civic organizations to advise their members to see it.

Muhl Advanced in 'U' Shuffle; Silent On Spitz' Status

HOLLYWOOD, Jan. 26. — Edward Muhl, Universal vice-president and former studio general manager, has been advanced to the post of general production executive in a realignment of the company's studio executives functioning under William Goetz, in charge of production, it was announced here today by Milton R. Rackmil, Universal president.



Edward Muhl

The changes were interpreted here as an indication that Leo Spitz, who has been production executive at the studio since he and Goetz

(*Continued on page 3*)

Balaban, Schwalberg Optimistic on '53

High optimism was expressed yesterday by Barney Balaban, president of Paramount Pictures, and A. W. Schwalberg, president of Paramount Film Distributing, concerning the company's business prospects for 1953. The Paramount executives addressed the first session of a week-long meeting of division and branch managers at the Hotel Plaza here.

"More than ever," Schwalberg said, "knowledge, experience and intelligent analysis form the most important part of our business." He pointed out that today, selling has been complicated by decrees, law suits and many

(*Continued on page 3*)

100 Attend Special Ia.-Neb. Allied Meet

OMAHA, Jan. 26.—Subjects ranging from a possible Allied buying and booking organization to three dimensional films got a thorough going over at a meeting of Iowa, Nebraska and Southern South Dakota exhibitors at the Paxton Hotel here today.

Al Myrick, president of Iowa-Nebraska Allied, presided over a special meeting called in conjunction with Variety Club's inaugral ball tonight. More than 100 exhibitors attended.

Leo Wolcott, of Eldora, Ia., chair-

(*Continued on page 3*)

SEE 3¢ A SEAT COST FOR THEATRE TV

M-G-M to Begin '3-D' 'Arena' Next Month

Production of the first M-G-M three-dimensional film, "Arena" will start in February, the company disclosed here yesterday. The new Ansco color will be used in the film and Arthur Loew, Jr., will produce.

According to a Coast report last week, the Natural Vision process was slated for "Arena," but yesterday's home office statement declared that M-G-M would use its own process.

Pine-Thomas Set '3-D' Film in Color

HOLLYWOOD, Jan. 26.—Pine-Thomas' "Sangaree" will be the first three-dimension feature in color by Technicolor, co-producer William C. Thomas disclosed today, and will be the first to utilize the new Paramount-designed camera mount, which accommodates the two cameras necessary for obtaining the required three-dimension prints.

The cast is headed by Arlene Dahl, Fernando Lamas and Patricia Medina, with Tom Drake and Charles Korvin in support.

Thomas said present plans provide for the picture to be offered exhibitors either in three-dimension or flat, according to theatre location and/or

(*Continued on page 3*)

4,000 at Communion Breakfasts Sunday

Over 4,000 Catholic members of the motion picture industry in the United States and Canada will give a practical demonstration of their faith next Sunday, Feb. 1, when they attend Mass and Communion breakfasts in New York, Los Angeles, New Orleans and Toronto.

In New York Most Reverend Joseph F. Flannelly, Auxiliary Bishop of New York, will celebrate Mass at nine o'clock in St. Patrick's Cathedral. At the breakfast which will follow immediately at the Waldorf-Astoria Hotel, the principal speaker

(*Continued on page 3*)

Toeppen, Industry Cost Expert, Key Witness At Re-opened Hearings

WASHINGTON, Jan. 26.—A theatre television transmission service can be operated at a cost of less than three cents a seat, cost expert Manfred K. Toeppen told the Federal Communications Commission today.

Major witness on the first day of the re-opening of the theatre television hearings, Toeppen spent the greater part of the day outlining the capital costs and annual operating costs of a theatre television transmission service that could offer up to six simultaneous competing programs to a maximum of almost 1,400 theatres in nine cities on a New York to Washington hook-up.

Toeppen's three cent figure is for a per seat breakdown for 233 theatres—or one-third of the total of 1,398 theatres—using one program out of three competing programs offered. The figure covers three hours of daily operation and represents a five-year amortization period. He gave as the most expensive per seat operating fig-

(*Continued on page 3*)

Lober Named Mgr. of UA Foreign Dep't

Louis Lober, formerly Continental European manager for United Artists with headquarters in Paris, was appointed general manager of UA's foreign department by Arnold Picker, vice-president in charge of foreign distribution. Lober will make his headquarters here.

Before joining UA in 1951, Lober

(*Continued on page 3*)

Loew's State Books 'Bwana Devil' Here

"Bwana Devil," the Natural Vision third-dimensional film, will have its New York premiere on Feb. 18 at Loew's State, William J. Heineman, United Artists vice-president in charge of distribution, disclosed here yesterday. UA has acquired world-wide distribution rights to the picture.

Personal Mention

MITCHELL LEISEN, 20th Century-Fox director, has arrived in New York from Hollywood.

•

H. SHIOTSUGU, president of the Eiga Haikyu Co., distributor of Allied Artists films in Japan, arrived in Hollywood by plane yesterday from Tokyo. He will leave shortly for a two-week visit here.

•

LEN SPINRAD, who recently resigned as news and feature editor of the Warner Brothers home office publicity department, is issuing a weekly motion picture newsletter and offers consultant services on industry matters.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, and his assistant, BERNARD LEVY, are in Los Angeles. They will leave for Phoenix at the end of the week.

•

J. MILLER WALKER, vice-president of RKO Pictures, returned here yesterday from a conference with HOWARD HUGHES, board chairman, at Las Vegas, Nev.

•

HILDA LESSER, secretary to E. M. SAUNDERS, M-G-M assistant general sales manager, has returned here from a vacation in Dallas, Mexico and Acapulco.

•

NORMAN MCLAREN, National Film Board of Canada producer, has won a top prize for the "best creative films" in the Festival of Experimental and Art Films at Caracas, Venezuela.

•

DAN S. TERRELL, M-G-M exploitation-publicity manager, plans to leave for the Coast at the weekend for a 10-day visit.

•

JIMMY GAYLORD, owner of the Starlite Drive-in at Troy, Ala., has been named chairman of the annual Red Cross campaign for Pike County.

•

CAPT. ROBERT ANDERSON has left the Air Force and rejoined the John Hamrick theatre organization in Portland, Ore.

•

JEFF LIVINGSTON, Universal Eastern advertising manager, left New York last night for Detroit and Toledo.

•

AL VAUGHAN, head of advertising-publicity for Sol Lesser, is here from the Coast.

•

ROY WILLIAMS, Walt Disney animator, has left New York for Chicago.

•

HARRY ARTHUR, theatre operator, is in New York from St. Louis.

To Publish Elkoff Story

Marvin Elkoff of the MOTION PICTURE DAILY editorial staff will have a story published in a forthcoming issue of *Commentary* magazine. He is also midway through a novel with an anti-Communist background which will be handled on completion by the literary agent Mavis McIntosh.

Branch Cities Hold Rallies For 'Brotherhood Week'

PHILADELPHIA, Jan. 26.—A mass meeting at the Erlanger Theatre here today, attended by more than 1,000 persons, marked the opening of the local film and theatre industry Brotherhood Week effort.

Speakers included Dr. Andrew W. Gottschall, Philadelphia area director for the National Conference of Christians and Jews, and Dr. Martin P. Chworowsky, director of the Albert N. Greenfield Center of Human Relations from the University of Pennsylvania. William Goldman is local exhibitor chairman; Joseph G. Leon, Universal branch manager here, distributor chairman, and Everett C. Callow of Warners is publicity chairman.

Pledges Fabian Circuit To 'Brotherhood' Drive

ALBANY, Jan. 26.—An expression of confidence that Fabian Theatres will "surpass" last year's record for memberships in the National Conference of Christians and Jews, during 'Brotherhood Week,' Feb. 15-22, was sounded by Saul J. Ullman, Fabian division manager.

In a brief address at an industry meeting in the Delaware Theatre, he explained that "the increase in charities collections for 1952 over 1951" augured well for the success of the campaign.

Dr. Carlyle Adams, lecturer in philosophy and religion at Russell Sage College, stated that the film industry had "a very great deal to do with the success of last year's Brotherhood Week observance." Rev. Richard N. Hughes, secretary of the Albany Federation of Churches, pictured the ideals and practice of Brotherhood as a "necessary" counterforce to "the new idolatries" of movements like Communism. Jack Goldberg, M-G-M branch manager and distributor chairman, presided. About 100 theatremen attended.

Cleveland Industry in 'Brotherhood' Meet

CLEVELAND, Jan. 26.—A general industry 'Brotherhood' meeting was held here today in the WHK auditorium with distributor chairman Paramount branch manager Harry Buxbaum and exhibitor chairman Frank Murphy of Loew's and Max Bink of RKO presiding.

Buffalo 'Brotherhood' Meet Set for Monday

BUFFALO, Jan. 26. — The first big "Brotherhood Week" meeting in the Buffalo area will be held Monday in the headquarters of Tent 7, Variety Club of Buffalo, at which time employes of theatres and exchanges will gather to hear about the purposes of the campaign.

Arthur Krolick, exhibitor chairman and Mannie A. Brown, distributor chairman, will preside. Guest speakers will be Elmer F. Lux, common council president; Rabbi Joseph L. Fink, the Very Rev. Phillip F. McNairy, George Wanamaker and Edward H. Letchwork. Edward F. Meade of the Shea theatres is publicity chairman.

Reintroduce Bill on Trust Limitations

WASHINGTON, Jan. 26.—Rep. Keating (R., N. Y.) said he expected the House Judiciary Committee to take some action this year on a bill to set up a uniform Federal statute of limitations in private anti-trust suits.

The legislation was introduced in the last Congress and became highly controversial when the Motion Picture Association urged a short two or three-year statute, while Allied States Association urged one of six years or more.

Rep. Keating has reintroduced the legislation this session, it was learned, and may head the subcommittee which will handle the bill. He said he favored the idea of a uniform Federal statute, in place of the present system where different state laws govern. However, he added, he has not yet decided just how long the statute should be.

Film Firms Mull 'Oscar' Theatre TV

The proposal to theatre televise the annual awards ceremonies of the Academy of Motion Picture Arts and Sciences has been submitted to all member companies of the Motion Picture Association of America, including Columbia, Universal and Warner Brothers, the three companies which have withdrawn financial support of the Academy.

The Theatre Network Television proposal was submitted by Eric Johnston, MPAA president, at a recent board meeting attended by representatives of the three non-participating companies. The official reaction of MPAA member firms is expected shortly due to the closeness of the March 19 Academy awards date.

Nathan Halpern, TNT president, forwarded his suggestion to the MPAA following conferences with Academy officials who, he said, informed him that clearance would first have to be obtained in New York before the Academy could consider the proposal. Film companies, it was explained, would have to lift contract provisions barring the appearance of stars on television.

Equips for Three-D

LOUISVILLE, Jan. 26.—Three dimensional films, employing two interchangeable processes, will be initiated at the Mary Anderson Theatre here, April 23. C. R. Buechel, manager, said equipment will be installed for both Natural-Vision and Tri-Opticon films. Both processes require the use of polaroid glasses and use two projectors locked together and synchronized. "Wax Museums" is scheduled as the first three-dimensional film at the Mary Anderson.

'Encounter' Dropped From UA Schedule

United Artists has dropped "Encounter" from its release schedule. The picture, produced abroad by a Hollywood group that had been accused of Communistic activities, had been slated tentatively for release through UA. The film has been the object of attack by the A.F. of L. Film Council and other organizations.

Pulls 'Limelight' on Protest by Legion

BUFFALO, Jan. 26.—The Mancuso Theatre, Batavia, N. Y., has pulled Charles Chaplin's "Limelight" because of protests from American Legion officials.

Thaddeus Cerefin, commander of the Glenn S. Loomis Post, visited the theatre Sunday afternoon and filed a protest with Calvin Gaeta, the manager. Gaeta said that the protest was being put into writing and that the letter would be turned over to Buffalo U. A. exchange. The film had been booked into the Mancuso for four days.

Testimonial Lunch For Sugar Tomorrow

Joe Sugar, newly-appointed branch manager of United Artists' New York exchange, will be the guest of honor at a luncheon tomorrow at Toots Shor's, tendered by the New York Film Buyers to welcome Sugar to the metropolitan area.

Harry Brandt will serve as toastmaster at the luncheon, which was arranged by Larry Morris of the B. S. Moss circuit and Joe Ingber of the Brandt circuit.

'Gambler' Opens Strong

CHICAGO, Jan. 26. — "Mississippi Gambler" grossed an estimated $3,300 for its opening day last Thursday at the State-Lake Theatre here, its first date outside the pre-release, territorial world premiere area.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Lana TURNER • Kirk DOUGLAS
Walter PIDGEON • Dick POWELL
"THE BAD AND THE BEAUTIFUL"
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

WARNER BROS.
THE JAZZ SINGER
Color by TECHNICOLOR
Starring DANNY THOMAS • PEGGY LEE
in person CARMEN CAVALLARO AND HIS ORCHESTRA
TOY AND WING Extra LARRY STORCH
PARAMOUNT TIMES SQUARE Midnight Feature

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Muhl

(Continued from page 1)

joined the company in 1946 when their International Pictures was acquired by Universal, would not return to the studio. Spitz has been ill for the past eight or nine months and is residing now in Palm Springs. His contract with Universal expires this year.

The studio, however, made no reference to Spitz in its announcement, Rackmil stating merely that the changes are designed to meet expanding studio activities and to give it "greater flexibility in facing the rapidly changing conditions within the industry."

Muhl, it was stated, will retain responsibility for over-all studio operation, while assuming additional production authority under Goetz.

James Pratt, former production manager, becomes executive manager and will assume some of the functions hitherto handled by Muhl, including the chairmanship of the plant operations committee. Gilbert Kurland replaces Pratt as production manager, with George Golitzen as his assistant.

Ernest Nims, former head of the editorial department, continues as editorial executive. Richard Cahoon becomes manager of the editorial department.

Muhl, Pratt and Nims will make up the executive production committee, headed by Goetz. David A. Lipton, vice-president in charge of advertising-publicity, will serve as consultant to the executive committee on selling and marketing.

M. R. Davis, business manager; Morris Weiner, studio manager; Robert Palmer, casting director; Raymond Crossett, head of the story and writing department; Percy Guth, head of budgeting and cost control, and George Douglas, studio treasurer, complete the executive production roster.

Lober Named

(Continued from page 1)

was assistant to the vice-president of Warner Bros. International in Paris, and prior to that he was with MGM as regional director for Europe and the Middle East. During World War II he served with the Office of War Information, Overseas branch, eventually becoming chief of the motion picture bureau.

Rio Hearing April 6

CHICAGO, Jan. 26.—Federal Judge Barnes has set the hearing of the Rio Theatre (Chicago) anti-trust suit for April 6.

FINANCING
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FILMACK
SPEED! QUALITY! SHOWMANSHIP!
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1327 S. WABASH CHICAGO 5, ILL.

Cost for Theatre TV

(Continued from page 1)

ure a little more than eight cents—which would incur if only 10 theatres were using the same service on the same terms.

Marcus Cohn, attorney for the National Exhibitors Theatre Television Committee, and Vincent Welch, attorney for the Motion Picture Association of America—attorneys who are presenting the industry's theatre television case to the FCC—pointed out that no matter how many times a day the seat was used, the operating cost per seat still remained the same.

Toeppen gave as the total capital investment required to set up a six-program system which would transmit to the 1,398 theatres $58,272,500. The average capital investment per theatre, he said, would be $41,683, and the average investment per seat $36.56. He pointed out that an average of about 85 per cent of the total cost of setting up the theatre television transmission system went into supplying individual theatre receivers and antennae. He gave the Commission similar theatres figures for one, two and three programs simultaneously servicing from 233 to 1,398 theatres, showing that as the number of theatres and the number of programs increased, the capital costs decreased. The same ratio was true, he told the Commission, for annual operating costs.

Questioned by FCC general counsel Benedict Cottone as to the relevancy of Toeppen's testimony, Welch declared that Toeppen's figures—which were based on specifications drawnup by industry engineers—were meant to prove that a theatre television transmission system is "economically possible." Cost figures for such a service which had been previously given to the industry by the American Telephone and Telegraph Co., Welch said, indicated that the cost of such a system was "too high to make it economically feasible."

Welch estimated that testimony on costs will occupy the hearing until March, when industry witnesses on programming testimony will come.

Earlier today FCC chairman Paul A. Walker announced that the Commission would hold night sessions in an attempt to speed up the proceedings, since it has limited the hearing days to Monday and Tuesday of each week.

Breakfasts

(Continued from page 1)

will be the Most Reverend James H. Griffith, Auxiliary of the Military Vicar. Clare Boothe Luce, playwright, actress and former Congresswoman, will be the principal lay speaker.

Guests on the dais will include Joe E. Brown, Guy Kibbee, Roddy McDowell, Frederick Brisson, Eddie Dowling, Louella Parsons, Jane Wyatt, Kate Cameron and Una O'Connor. Over 1,200 members of the industry expect to attend.

The industry Communion breakfast movement started in New York three years ago. Last year additional functions were held in Los Angeles and Toronto and this year New Orleans and Detroit were added. Plans are now under way for similar Communion breakfasts to be held in Boston, Chicago and Vancouver.

Pine-Thomas

(Continued from page 1)

other conditions and considerations. The process in use requires Polaroid glasses for viewing. Decision to go three-dimensional followed test shots made during the early shooting, flat, which will be re-shot in the new medium.

Waive Trusteeship For ABC-UPT Holder

WASHINGTON, Jan. 26.—In the event the United Paramount Theatres-American Broadcasting Co. merger is approved, a recent amendment to the Paramount-U. S. consent decree provides that stock in the merged company issued to ABC stockholders need not be placed in a voting trust in the event such holders also own Paramount Pictures stock.

The trust procedure was required of Paramount and UPT stockholders who were owners of more than a minimum permissible percentage, following the theatre divorcement and organization of the two new companies. The amendment was approved by the Justice Department following a study which showed that ABC stockholders are not heavy owners of Paramount Pictures stock.

100 at Allied Meet

(Continued from page 1)

man of the board; Charles Jones, Elma, Ia., secretary, and Elmer Huhnke, Omaha, treasurer, were present. A full report of the national board meeting was presented.

Lengthy Discussion

Coming in for lengthy discussion was the print situation, "another system of unfair clearances between towns not in substantial competition with one another and in violation of Supreme Court ruling."

Special attention also was given to the subject of compiling all infringements on the forced pricing of pictures, which litigation will be forwarded to the Allied legal department.

Exhibitors devoted a long period to discussion of all three-dimensional film processes coming up and the cost of conversion.

Tables Suit Action

(Continued from page 1)

action TOA should take resulted in a diversity of opinion, it was said. Some members advocated an out-and-out fight against the suit, while others favored sitting on the sidelines for the time being.

In a formal statement, TOA said: "TOA has always felt that the so-called 16mm. suit was an unwarranted invasion by government into a field of private enterprise. We shall await the expression of attitude of the new Department of Justice before making our decision as to whether we shall move to intervene as a party defendant."

Allied Meet

(Continued from page 1)

president, who attended the trade press parley yesterday along with Starr and general counsel Herman Levy, said that the distributors were just as anxious for a conciliation plan as TOA was.

In re-asserting TOA's faith in the principle of arbitration, Starr said it was not contemplated that any exhibitor rights would be waived, pointing out that the system would be available to exhibitors only. Distributors will not be able to use it for relief of any of their problems, he added, and that exhibitors will not have to use the system unless they want to. They still will be able to resort to litigation.

"Because of all this," Starr said, "and because the proposed plan is for the limited time of 18 months, we are prepared to sit down with Allied and other exhibitor groups for private discussion of the problems standing in the way of acceptance of the proposed plan."

Starr said that it was not TOA's policy "to run for the cops" to settle intra-industry problems, preferring to work them out in roundtable discussions.

In addition to the exploration of the arbitration situation, the board yesterday heard a report on the progress being made in the fight to eliminate the admission tax. It was pointed out that all but approximately 60 members of Congress have committed themselves on the tax repeal and that a "substantial number of Congressmen" had signified they favor tax elimination or reduction.

Elmer Rhoden discussed a public relations program, centering on the children's matinee project that has worked successfully in the Kansas City area. Walter Reade, Jr., reviewed the recent re-scaling of the ASCAP rates and Charles (Chick) Lewis gave a preliminary report on the 1953 convention plans.

The directors attended a showing of "This Is Cinerama" last night. The highlight of today's sessions will be panel discussions with company sales managers, as well as reports on technical developments by equipment representatives.

Balaban

(Continued from page 1)

other complexities. "It is vital," he added, "that we be equipped with knowledge and the capacity for hard work to meet the challenges. Once upon a time this business of selling motion pictures was simple. It is now certainly no longer that."

Balaban's address included a message on the state of the industry and the state of the company.

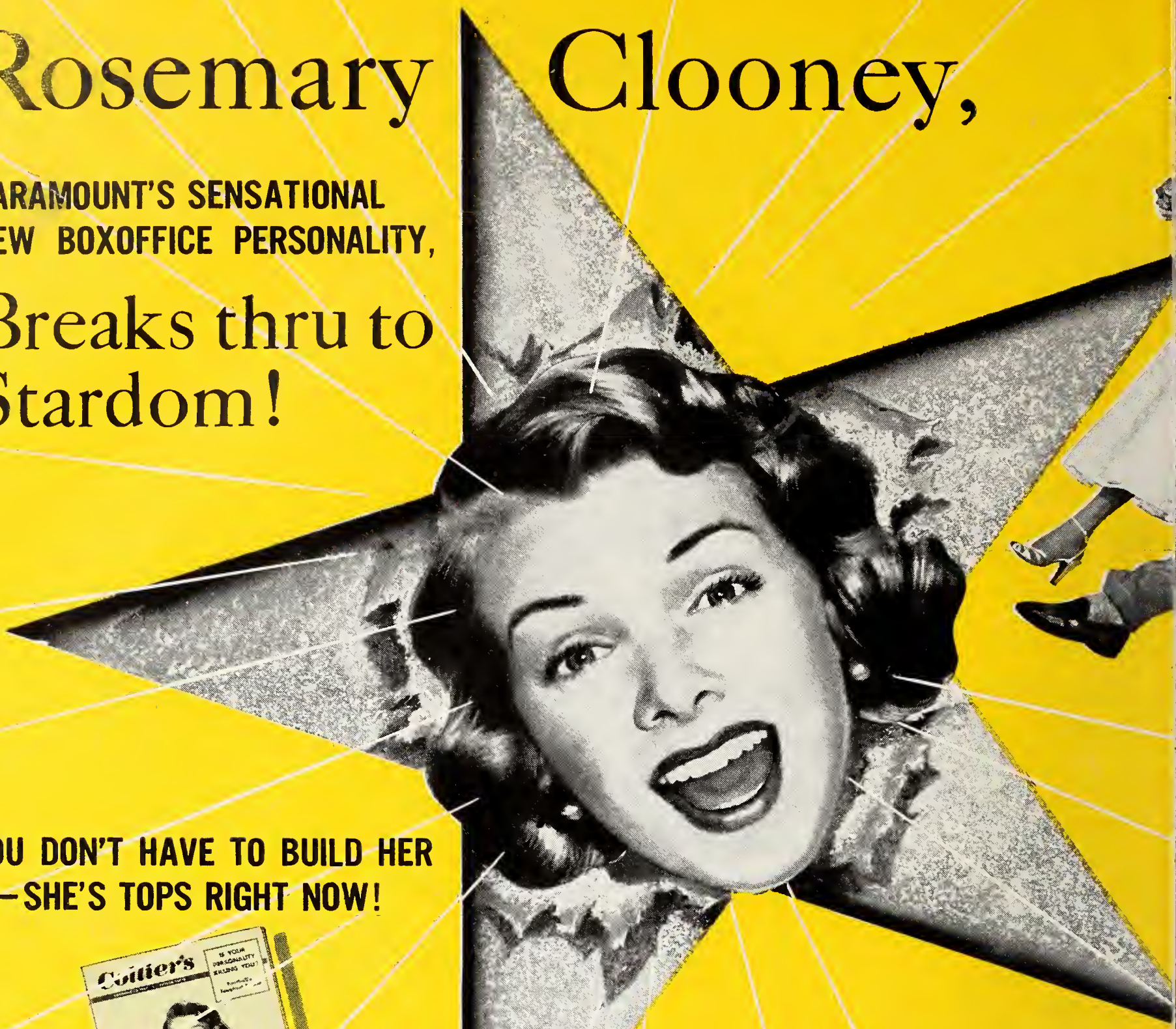
"The motion picture business," Schwalberg said, "is at present vastly more complex, rugged and difficult than it was 10 years ago, or even five years ago, and as a result demands harder work and keener insights in the merchandising of product."

Oscar Morgan, short subjects and newsreel sales manager, also addressed the opening session. At the speakers' table in addition to Balaban, Schwalberg and Morgan, were Jerry Pickman, vice-president in charge of advertising-publicity, and E. K. O'Shea, both of whom will address subsequent sessions of the week-long meeting.

Rosemary Clooney,

PARAMOUNT'S SENSATIONAL NEW BOXOFFICE PERSONALITY,

Breaks thru to Stardom!



YOU DON'T HAVE TO BUILD HER —SHE'S TOPS RIGHT NOW!



COVER GIRL OF THE YEAR
on Collier's — on Look — on other important national magazines soon!

WOMAN OF THE YEAR IN MUSIC
in Associated Press Poll because she's today's biggest selling recording star!

HOME-TOWN GIRL OF THE YEAR
as the news wires headline her return home to attend her first picture's.....

THE STARS

Starring ROSEMARY CLOONEY

.....WORLD PREMIERE TOMORROW AT RUSSELL THEATRE, MAYSVILLE, KY.

Brotherhood Week's Silver Anniversary Feb. 15-22, 1953

...and all this too:

ROMANTIC DANCING TALENT OF TOM MORTON—

GLORIOUS YOUNG VOICE OF ANNA MARIA ALBERGHETTI—

GRAND OPERA'S GRANDEST GUY, LAURITZ MELCHIOR—

WORLD'S FUNNIEST AND LAZIEST DOG—RED DUST



Songs!

"Haven't Got A Worry"
"My Kind O' Day" • "Because"
"Lovely Weather For Ducks"
"My Heart Is Home"
"I Do! I Do! I Do!"
"Come On-A My House"
"Vesti La Giubba"
and many others!

ARE SINGING

ANNA MARIA ALBERGHETTI * LAURITZ MELCHIOR

COLOR BY TECHNICOLOR

with

BOB WILLIAMS · TOM MORTON · FRED CLARK
JOHN ARCHER and RED DUST

Produced by IRVING ASHER · Directed by NORMAN TAUROG · Screenplay by LIAM O'BRIEN

Based on a story by Paul Hervey Fox

'Way Ahead of Playdate, Play The Sparkling 7-Minute Musical Short
"MEET ROSEMARY CLOONEY"
Color by Technicolor
Contact Your Paramount Branch Now For This Free Short.

HUNDREDS OF SHOWMEN ARE PLAYING IT WASHINGTON'S BIRTHDAY

Interest in '3-D' Film Not Just 'Novelty'

Chicago, Jan. 26.—Solid indication that public appetite for three-dimension pictures is deeper than "novelty interest" is seen in the fact that "Bwana Devil" at the Chicago Theatre here grossed a smash $44,000 in the first three days, although the Tri-Opticon three-dimension program has been playing virtually across the street for weeks.

Chicago is the first city in which both "Bwana Devil," in Natural Vision process, and Tri-Opticon, in Stereo-techniques process, have played. Chicago Theatre's record for a week is around $80,000, set by Martin and Lewis in a personal appearance.

'Bwana' Sets Cleve. First Day Record

CLEVELAND, Jan. 26. — "Bwana Devil" broke all opening day attendance and gross records last Thursday at Warners' Allen Theatre here, according to theatre district manager Dick Wright. The 3000-seat house had an estimated 7,000 attendance for the day.

Scale is set at 85c to 1 p.m.; $1.00 to 5 p.m. and $1.25 after that. Program is made up of news, cartoon and the 3D feature including the introduction by Lloyd Nolan. Program lasts one hour and 45 minutes. An extra concession stand was erected in the foyer for the engagement and concession sales were excellent.

Schaefer Consulted On 'Bwana' Release

George Schaefer, who has been the national sales representative for Natural Vision's "Bwana Devil," will serve as a consultant on the picture's distribution. "Bwana Devil" last week was purchased by United Artists for world-wide release.

AF Band to Herald 'Above' Premiere

Units of the U. S. Air Force will join in the parade in the Times Square area to herald the premiere of M-G-M's "Above and Beyond" at the Mayfair Theatre on Thursday. The Air Force Drum and Bugle Corps, a 62-piece band from Washington, has been invited to join forces with the First Army Band in activities preceding the premiere.

Louis F. Jelinek, 57

CHICAGO, Jan. 26.—Louis F. Jelinek, 57, owner and operator of the Sky-Hi Drive-in, Elmhurst, Ill., died here last night. He is survived by his widow, a son who has been active in the management of the Sky-Hi, and a daughter.

Louis Tunick Dead

CINCINNATI, Jan. 26. — Funeral services were held here today for Louis Tunick, 70, who died Saturday in Jewish Hospital. He was the father of Eugene Tunick, head of the Tunick Releasing Co. The widow and three other sons also survive.

Reviews

"The Stars Are Singing"

(Paramount)

PARAMOUNT PICTURES proclaims "The Stars Are Singing" to be "an important event," by virtue of its introduction of the pretty blonde airwave singer, Rosemary Clooney, to the motion picture screen. Rosemary does all right for herself, for Paramount and for the paying customers, aided and abetted, most enjoyably, by the awesome coloratura teenager, Anna Maria Alberghetti, and that loveable hunk of man, Lauritz Melchior. They sing and they sing some more; always delightfully.

Ninety-nine minutes were spent in unreeling this production of Irving Asher's, and every one of them was enjoyed by this reviewer and the audience around him at a "sneak" preview at Loew's Lexington Theatre in midtown New York, thanks, largely, to the fast-moving direction of Norman Taurog, who took full advantage of Liam O'Brien's screenplay, O'Brien having based his yarn on a story by Paul Hervey Fox.

There has been a lot of chatter of late about the need of stressed showmanship. Sometimes, a production really needs showmanship stressed; sometimes the stressing is distressing. It will not be so with "The Stars Are Singing."

All too frequently singers in a screenplay are just singers; here, they are fine performers. Rosemary is just plain swell; Anna Maria must have on that Pacific Coast a terrifically capable coach, 'cause the histrionics of the youngster are superb. Melchior is Melchior; nuff said. They are given splendid support by Bob Williams, Tom Morton, Fred Clark, John Archer, Mikhail Rasumny, Lloyd Corrigan, Don Wilson and Red Dust. The latter is a cocker spaniel; his performance alone is worth the price of admission. The package is prettily packed in color by Technicolor.

The story starts with the arrival in the U. S. of Anna Maria, 15-year-old Polish refugee, without parents—they were "purged"—and continues on through many delightful experiences. Anna is the ward of Melchior, an old opera associate of Anna Maria's parents in Poland, who was requested to care for the child, in a note she carried to him. Melchior's New York Greenwich Village boarding house tenanted many other singers, one of whom, Rosemary Clooney, overheard Anna Maria singing, and the upclimb from there on in, the while Immigration Department officers seek the little, illegal immigrant, through unbelieving concert bookers, stage managers and operatic impresarios, provides the funniest, fastest, although at times heartbreaking series of events. Finally, Anna Maria achieves a star spot in a star telecast for herself and her boarding house protectors, and a Presidential okay to remain in the country.

Running time, 99 minutes. General audience classification. For March release.

JAMES CUNNINGHAM

"Battle Circus"

(M-G-M) *Hollywood, Jan. 26*

PRODUCER Pandro S. Berman herein sets before the world an orderly, candid, manifestly authenticated representation of the nature and activities of the Mobile Ambulance Surgical Hospital units now operating so perilously and with such astonishingly successful results a virtual stone's-throw behind United Nations lines in Korea. The Berman representation is set down without ostentation, heroics, special pleading or protesting, and would have outranked most of the great documentaries if documentation had been the principal objective. But it wasn't. "Battle Circus" is primarily an entertainment picture, and it has Humphrey Bogart, June Allyson, Keenan Wynn and Robert Keith in leading roles, all of these and a great many others turning in pat performances in the personal story that foregrounds the greater story of the MASH service. It is a picture with many exploitable features and a big money's-worth for the public it will draw.

The background story concerns the function and operation of a field hospital in today's war. Most striking of the activities shown is the picking up and transporting of the wounded from firing line to tent hospital by helicopter. Attack by a jet plane, with a UN jet in hot pursuit, is another. On the broader scale the swift lowering and packing of the tents, with their speedy removal and setting up at a new location, is immensely interesting (the resemblance between this and the similar operation performed by commercial circuses furnishing the title of the picture). These and the whole of the background story are of universal interest and import.

Against that background Bogart, as an army surgeon, and Miss Allyson, as an army nurse, act out a personal love story not essentially unlike the basic boy-meets-girl story, and not especially related to the background story, but fitted out with some dialogue lines that are hotter, directly and obliquely, than common. Wynn's warm portrayal of a versatile sergeant is a solid counter-weight.

Richard Brooks, who directed Bogart in "Deadline U.S.A." for another company, directed the 1951 Academy Award winner again in this instance, using a script by himself based on a story by Allen Rivkin and Laura Kerr. The U. S. Army cooperated fully.

Running time 89 minutes. General audience classification. Release date, April 3.

WILLIAM R. WEAVER

Pinanski on Board

BOSTON, Jan. 26.—Boston University announced here that Samuel Pinanski, president of the American Theatre Corp. of Boston, has been appointed to the board of governors of the newly established Human Relations Center of the university.

500 Prints of 'The Sea'

Advance interest reported by RKO Radio in "The Sea Around Us" has prompted the company to order 500 Technicolor prints of the Academy Award contending documentary. This is an increase of 20 per cent over the usual order.

Columbia Pictures Sets 30 Films in Technicolor in 1953

HOLLYWOOD, Jan. 26.—Columbia has scheduled 30 features in color by Technicolor for 1953, the greatest number in its history, company president Harry Cohn reports.

Fifteen of the 30 will be top films made under the aegis of executive producer Jerry Wald. They are: "Cruisin' Down the River," "Miss Sadie Thompson," "The Wood Hawk," "Renegade Canyon," "The Broadway Story," "High Command," "Debut," "Ten Against Caesar," "The Long Gray Line," "Liszt," "Pal Joey," "Lola Montez," "Tombstone," "River of the Sun" and "Casanova."

In addition, Sam Katzman will have 10 Technicolor films on his 1953 schedule: "Prisoners of the Casbah," "Charge of the Lancers," "Jesse James Meets Bill Dalton," "The Kiss and the Sword," "Tripoli to the Sea," "Battle of Rogue River," "Fort Ticonderoga," "Chief of the Senecas," "Drums of Tahiti" and "Meet Me at the Fair." The Robert Cohn unit will have two, "The Nebraskan" and "Tarawa," and Scott-Brown Productions will have "Sunset Rim." Warwick Productions currently has Technicolor camera crews in the Antarctic for "The White South."

Tells Court of RKO Withdrawal Action

The New York Supreme Court was officially notified yesterday of the signed stipulation calling for the withdrawal of the receivership application of three minority RKO Pictures stockholders.

Informed of the stipulation, Justice Henry Clay Greenberg asked Louis Kipnis, attorney representing the minority stockholders, whether he had been paid or received a promise to be paid by the company for the withdrawal of his action. This brought a denial from Kipnis, who told the court that there had never been any question of the solvency of the company. Kipnis went on to state that the RKO Pictures board has been reconstituted and that he is withdrawing the receivership application to press his damage complaint in the same court against Howard Huges, board chairman, for "mismanagement" and an accounting. A similar suit has been filed in Los Angeles.

Under the stipulation, the application was withdrawn without prejudice to either side.

2-House 'Stars' Premiere

Two theatres instead of one will be required to handle the demand for tickets for the world premiere of the "The Stars Are Singing" in Maysville, Ky., tomorrow, according to Schine Theatres' Maysville manager Ben Tureman. The two houses, both of which are already sold out, are the Russell and the Washington.

Sells Ohio Theatre

HUDSON, O., Jan. 26.—Loren Solether sold the Hudson Theatre in Hudson, including the building and property, to G. W. Huss and Mrs. Huss. Huss was the theatre projectionist. Solether retains his Falls Theatre, Chagrin Falls.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 19 NEW YORK, U. S. A., WEDNESDAY, JANUARY 28, 1953 TEN CENTS

Criteria For Pre-Releases Sought by TOA

Distributors Willing to Discuss Definitions

Sales heads of the various film companies listened to the "gripes" of Theatre Owners of America board members here yesterday on such subjects as prereleases and national sales policies and, while no decisions were reached, the sales chiefs expressed a willingness to get together with the exhibitors to establish criteria as to what constitutes a pre-release picture.

There appeared to be some divergence of opinion as to what constituted a pre-release, the question being whether it could be determined by a test run. Then, if it were found that the sales department had set a standard too high, the question

(*Continued on page 7*)

'3-D' Holds Spotlight At TOA's Meeting

Theatre Owners of America board of directors was given a summary of what to expect in technical developments yesterday at the concluding sessions of the board's mid-winter meeting here at the Pierre Hotel. And the developments, described by technical experts, convinced the TOA leaders that the industry was on the threshold of a new era.

The inrush of the three-dimensional

(*Continued on page 7*)

'Interceding Runs' New Allied Gripe

"Interceding runs," an offshoot of the pre-release problem, are becoming a new source of complaint by subsequent run theatre operators. An "interceding run" is described as one in which a first run house plays a picture and then, before it is put into general release, is brought back to

(*Continued on page 2*)

Foreign Market Excited About '3-D': Daff Reports

Exhibitors throughout the world are excited at the progress being made in the third-dimensional field in this country and look forward to the day when they will be able to show third-dimensional films, Alfred E. Daff, executive vice-president of Universal Pictures, disclosed here yesterday upon his return from a five-week trip around the world.

Daff cited the reaction to third-dimensional developments as a positive one, in contrast to the negative attitude he met abroad about the health of the American film industry. A major portion of his efforts while abroad, he emphasized, was spent attempting to dispel fear among exhibitors that the U. S. film industry was on the decline. He said it was unfortunate that American newspapers circulated reports of widespread clos-

(*Continued on page 7*)

Industry Problems Temporary: Dietz

BOSTON, Jan. 27.—Howard Dietz, M-G-M vice-president in charge of advertising-publicity, told the Boston Advertising Club today that he was a "firm believer that the motion picture industry will survive the inroads of television."

Addressing a luncheon meeting at the Hotel Bradford, Dietz said,

(*Continued on page 7*)

'U' to Make '3-D' Film With Secret System

Hollywood, Jan. 27.—Universal-International will join the three-dimension parade, using a secret system, when the studio begins shooting "It Came From Outer Space" next Monday. A science-fiction subject, it will be produced behind locked doors from start to finish with workers bound to secrecy regarding operations and procedures. Although no information of any kind is being vouchsafed, it is believed some variant of the two-camera method, requiring Polaroid glasses for viewing, will be utilized.

20 '3-D' Features Planned to Date For 1953 Release

Twenty pictures have been scheduled to date for production in three dimension in 1953 and the list is expected to increase during the next few months. Only three companies, RKO Pictures, Republic and Allied Artists, have not announced definite plans for "3-D" product, but it is understood they are studying the possibilities of joining the parade in the new medium.

Columbia, via independent producer Sam Katzman, will release three in the tri-dimensional process this year, under present plans. The first is "Fort Ticonderoga." M-G-M is committed for one, "Arena," using its own "3-D" formula. Warner Brothers is making "The House of Wax" in three dimensions and, like M-G-M, is considering additional product.

Pine-Thomas will make "Sangaree" in three dimensions for Paramount release. This picture also is

(*Continued on page 7*)

Trust Limitations Bill Report Asked

WASHINGTON, Jan. 27.—The House judiciary committee ordered a special monopoly subcommittee to report by March 1 on all bills pending before it, including one to set up a uniform Federal statute of limitations.

This latter bill has been highly controversial in the film industry, with producers urging a short statute, and exhibitors urging a rather long one.

A special House judiciary subcommittee headed by Rep. Celler (D., N. Y.) held hearings on the bill during the last Congress. The judiciary group today decided to do away with the special subcommittee but to give it

(*Continued on page 7*)

Theatre TV Hearing Off Till Monday

Cost Testimony in; Next Witnesses Not Ready

WASHINGTON, Jan. 27. — The theatre television hearing before the Federal Communications Commission recessed unexpectedly this morning until next Monday.

At that time American Telephone and Telegraph Co. witnesses will begin their testmony on A. T. and T. cost figures for a New York to Washington theatre television transmission system. Testimony on such a system, based on specifications drawn up by industry engineers, was completed this morning by industry cost expert Manfred K. Toeppen.

Toeppen's testimony took less than

(*Continued on page 7*)

Cancel 'Limelight,' Hughes Asks RKO

HOLLYWOOD, Jan. 27. — Howard Hughes, RKO Pictures board chairman, said he has been making "a most concerted effort" since last Friday to persuade the management of RKO Theatres "to take the necessary legal measures to cancel all bookings of "The Limelight."

Hughes' statement was made in a letter to John D. Home, chairman of

(*Continued on page 2*)

Sees Variety Heart Fund Topping Mark

A prediction that the $3,000,000 mark set last year for Variety International's heart fund will be exceeded this year was made yesterday by International chief barker Jack Beresin, whose recorded address was one of the highlights of the induction ceremonies of Variety Club Tent No. 35 of New York.

Over 200 members attended the in-

(*Continued on page 7*)

UA HAS A WINNER!

MOULIN ROUGE

"STANDOUT ALL THE WAY!"—Variety



Starring JOSÉ FERRER
Directed by JOHN HUSTON
A ROMULUS Production
Color by TECHNICOLOR

Personal Mention

NICHOLAS M. SCHENCK, Loew's president, and CHARLES C. MOSKOWITZ, vice-president and treasurer, have left here for the Coast.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, is in Philadelphia today and will be in Washington tomorrow, returning to New York on Friday.

•

HARRY ROGOVIN, Columbia division manager at Boston, and NORMAN JACKTER, Albany branch manager, visited Kallet Theatres' offices in Oneida, N. Y., yesterday.

•

MRS. EDWARD J. WALL, wife of the Paramount director of publicity and advertising in the Albany and Buffalo districts, is recovering at Albany Hospital from pneumonia.

•

SID BLUMENSTOCK, Paramount assistant director of advertising, publicity and exploitation, will leave here tonight for Miami.

•

CHARLES SKOURAS is in St. Luke's Hospital here, reportedly suffering from influenza.

•

F. J. A. MCCARTHY, Universal Southern and Canadian sales manager, will leave here today for Washington.

•

MARION GERING of G-L Enterprises yesterday left Rome for Paris after a four-month visit.

•

WILLIAM F. RODGERS has returned to New York from a Florida vacation.

Department Store Ads Boost 'The Star'

One of the largest advertising and merchandising splashes accorded a motion picture by a leading New York department store was given "The Star" by Gimbel's yesterday in advance of the production's opening today at the Rivoli here.

Double-page advertisements in the *Journal-American* and the *Post* yesterday afternoon called attention to the performance of Bette Davis in the 20th Century-Fox release. The ad will be repeated this morning in the *Daily Mirror, Times,* and *Herald Tribune.*

Al Rylander Heads Col. Exploitation

Al Rylander who for the past seven years has been director of special events for Columbia Pictures, yesterday was named exploitation manager, succeeding Harry K. McWilliams, who last week was made director of advertising and public relations for Screen Gems, Colombia subsidiary.

Galanty Holds Meet

PITTSBURGH,, Jan. 27. — Sam Galanty, Columbia Mid-Eastern division manager, is holding a two-day meeting here with the four branch managers in his division.

New Jersey Allied Calls Pre-releases 'Criminal' Contempt of U.S. Decree

The practice of pre-releasing pictures in key run theatres and then withdrawing them for several months before making them available to subsequent houses has been condemned in a resolution passed by Allied Theatre Owners of New Jersey. The resolution, which was approved at a membership meeting in Trenton, "calls upon the Department of Justice to make a thorough investigation and to take appropriate action to obtain an injunction against this discriminatory and destructive sales policy which, in our opinion, is a deliberate violation of the decree of the United States Supreme Court and constitutes criminal contempt thereof."

The resolution, in effect, reiterates the stand taken by the Allied board at its recent meeting in New Orleans. While condemning the practice in general, New Jersey Allied singled out M-G-M's "Ivanhoe" and Columbia's "Salome" as examples, asserting that in the members' opinion the handling of so-called specials "would lead only to the gradual decline of business and extinction of many theatres not favored by distribution and what is believed to be an illegal system of release." It was reported at the meeting that in one territory Warner Brothers was advising exhibitors that in bidding situations, not less than a 50 per cent bid would be considered for "The Jazz Singer."

Predicts Fast Move On Lower Tax Bill

WASHINGTON, Jan. 27. — House Ways and Means Committee chairman Reed (R., N.Y.) predicted his group would meet Feb. 16 and report out his tax reduction bill immediately.

Some committee members said Reed was probably right and that the committee would probably do this, even without hearing from Treasury Department officials. Other committee members thought the committee would insist on hearings before any vote.

Studio Unions' T-H Law Changes Not In

WASHINGTON, Jan. 27. — Senator Taft (R., O.), in sponsoring some 15 changes to the Taft-Hartley law, did not include a change sought by studio unions, but a spokesman said he felt the Senator would be "agreeable" to such a change when the Senate labor committee actually takes up Taft-Hartley revision.

The actors and other studio unions want to change the law's provision which would give new workers up to 30 days to join unions in studios covered by union shop contracts. They'd like the period cut to seven or as few as two days.

DeMille Would Do It All Over Again

SALT LAKE CITY, Jan. 27.—In an interview here, Cecil B. DeMille said if he had it to do over again, he would give up his radio program as he did seven years ago, should the same problem come up today.

DeMille referred to his refusal to pay a $1 AFRA assessment for a political campaign fund, which cost him his membership in the radio union and forced his program off the air.

Mother of Ed Finney

Funeral services for Mrs. Clarita N. Finney, mother of Edward Finney, producer, will be held today at Madonna's Church, Fort Lee, N. J. Mrs. Finney died in Los Angeles, Jan. 20. Burial will be at Madonna's Church Cemetery.

New SWG Formula On Sales to TV

HOLLYWOOD, Jan. 27.—New contract terms sought by the Screen Writers Guild and reported to that organization at a meeting tonight include a unique formula for writer participation in the revenue from the sale of theatrical films to television.

The formula is based on a survey to be made by producers revealing what percentage of picture costs during the past 10 years has represented writing costs. When that percentage figure has been determined, SWG would demand writers be paid 60 per cent of that percentage of whatever revenue producers receive from television. New contract terms also include increased minimums.

Funeral Rites for A. P. Blumenthal

HOLLYWOOD, Jan. 27. — Funeral services for Alexander Pam Blumenthal, 48, who died unexpectedly yesterday after a brief illness, will be held in New York.

Blumenthal, former chairman of the board of Cinecolor and Film Classics, was elected in 1951 chairman of the board and treasurer of Fidelity Pictures Inc. Following his start in the industry, he specialized in film financing as liaison between banking and producing, handling over 75 productions in 20 years.

The funeral of Alexander Pam Blumenthal, who died in Hollywood, will be held here on Friday at the Universal Funeral Chapel. He will be interred at Salem Fields Cemetery. The widow, mother and son survive.

UA Appoints Brien 'Bwana' Coordinator

The appointment of Lige Brien, special events director of United Artists, as coordinator of exploitation for the three-dimensional "Bwana Devil" was disclosed here yesterday by Francis M. Winikus, U.A. national director of advertising, publicity and exploitation.

Bigger Para. Ad Drives Set

An expanded advertising, publicity and exploitation campaign for forthcoming Paramount product on national and local levels was explained in detail by Jerry Pickman, vice-president in charge of the three promotional fields, at yesterday's second day session of the company's week-long division and branch managers meeting at the Hotel Plaza here.

Pictures which are slated for all-out, big-scale promotion, Pickman said, are: "The Stars Are Singing," "Come Back, Little Sheba," Paramount's Academy Award contender, "Off Limits," "The Girls of Pleasure Island," "Pony Express," and George Stevens' "Shane."

Hughes Asks

(*Continued from page* 1)

the Hollywood Post American Legion un-American activities committee.

While pointing out that since the divorcement of RKO Pictures and RKO Theatres, even though Hughes retains ownership of his controlling stock interest in the new theatre company, he is "prevented from having even the slightest connection or voice in the management of the theatre corporation," Hughes nevertheless states in the letter that "it is my strongest hope and sincere belief" that RKO Theatres will cancel the Charles Chaplin picture.

RKO Theatres officials here declined to comment yesterday on the Hughes' letter to Home. RKO Theatres booked "Limelight" after United Artists, the distributor, had been unable to agree on terms with Loew's, which ordinarily plays U.A. product locally.

Allied Gripes

(*Continued from page* 1)

the same theatre, or one operated by the same exhibitor and circuit, before it is made available to a subsequent run house in the same area.

While this is not a new situation in picture play-offs, the practice is said to be more prevalent now than it was a year ago.

Allied is reported to have received numerous complaints from members on the policy and it is expected that the protests will be embodied in the list of alleged abuses that the association plans to submit to the Department of Justice.

Giesseman Joins Cinerama Prods.

Cliff Giesseman will join Cinerama Productions in an executive managerial capacity, handling regional exhibition plans, the company announced yesterday. He will work under Joseph Kaufman, director of exhibition, beginning at the Broadway Theatre here and in Detroit before handling his own engagements. Giesseman will have the same general regional responsibilities as Zeb Epstein, whose engagement was disclosed last week.

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M-G-M's BIG 55-CITY PREMIERE FOR THE GREAT

TECHNICOLOR® ADVENTURE DRAMA!

"THE NAKED SPUR"

Launching a Big Technicolor Attraction with nationwide publicity where the picture was filmed. Gala Denver premiere night of Feb. 6th. Stars of the production in Person! Civic events in Tri-State (Colorado, Wyoming, New Mexico) promotion. State officials cooperate in memorable celebration as bands, parades, press and public acclaim a new hit!



"The last man alive gets the blonde wildcat"
(James Stewart and Janet Leigh)

YOU'LL AGREE WITH TRADE PRESS!

"The exhibitor who can't make money with this picture should seek other means of a livelihood. Chills, thrills and suspense. High octane acting." —*SHOWMEN'S TRADE REVIEW*

"It's a money picture for just about anywhere. Excellent." —*MOTION PICTURE HERALD*

"Entertainment ingredients, action, suspense, Technicolor." —*MOTION PICTURE DAILY*

"A taut, rough, tough outdoor melodrama made to order for the western action addict... Technicolor and a group of stars headed by James Stewart insure ticket sale." —*VARIETY*

"Absorbing tale. Performances outstanding. Should attract lusty grosses." —*HOLLYWOOD REPORTER*

"Drama topped with action, intrigue, and suspense." —*EXHIBITOR*

"Actionful, suspense laden on every count. Super western. Substantial grosses wherever booked." —*BOXOFFICE*

"Absorbing manhunt in the wilds of Colorado. Outdoor scenery spectacular." —*FILM DAILY*

"Hefty money-getter in all spots. A lulu for action houses. All-star picture in every sense of the word." —*FILM BULLETIN*

M-G-M presents
JAMES STEWART
JANET LEIGH
ROBERT RYAN
RALPH MEEKER
in
"THE NAKED SPUR"
with
MILLARD MITCHELL
Color by **TECHNICOLOR**
Written by **SAM ROLFE** and **HAROLD JACK BLOOM**
Directed by **ANTHONY MANN**
Produced by **WILLIAM H. WRIGHT**

★

(date to remember, Brotherhood Week's Silver Anniversary Feb. 15-22)

Republic Pictures takes great pride in presenting the World Premiere Engagement at the Paramount and Beach Theatres . . . Miami and Miami Beach, Florida, January 29



HERBERT J. YATES

presents

FRED MacMURRAY
VERA RALSTON

in

FAIR WIND TO JAVA

TRUCOLOR BY CONSOLIDATED

with

ROBERT DOUGLAS · VICTOR McLAGLEN
JOHN RUSSELL · BUDDY BAER
CLAUDE JARMAN, JR. · GRANT WITHERS

Screen Play By RICHARD TREGASKIS

Based on the Novel By GARLAND ROARK
Author of "Wake of the Red Witch"

Associate Producer-Director JOSEPH KANE

A REPUBLIC PICTURE
Republic Pictures Corporation



FRED MacMURRAY, rugged American, Capt. Boll



VERA RALSTON as Kim Kim, Javanese slave girl



ROBERT DOUGLAS as pirate chief, Pulo Besar



VICTOR McLAGLEN as fighting O'Brien



JOHN RUSSELL as Flint, scheming 1st mate



BUDDY BAER as Kung, Besar's bodyguard

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Dec. 14	THE MAVERICK Wild Bill Elliott O—71 min. (5322)	(Dec. Releases) (Stanley Kramer) EIGHT IRON MEN Bonar Colleano D—80 min. (Rev. 10/23/52) (Stanley Kramer) THE HAPPY TIME Charles Boyer Louis Jourdan CD—94 min. (Rev. 8/18/52) STRANGE FASCINATION Cleo Moore Hugo Haas D—80 min. (Rev. 10/6/52) INVASION U.S.A. Gerald Mohr D—74 min. (Rev. 12/8/52)						(Film Group) MONSOON (Color) Ursula Thiess D—79 min.	(Dec. Releases) THE BLACK CASTLE Richard Greene Boris Karloff D—81 min. (304) (Rev. 10/24/52) AGAINST ALL FLAGS (Color) Errol Flynn Maureen O'Hara D—83 min. (305) (Rev. 11/26/52) THE IMPORTANCE OF BEING EARNEST (Color) Michael Redgrave Joan Greenwood C—95 min. (381) (Rev. 12/29/52)	
Dec. 21			THE GAMBLER AND THE LADY Dane Clark Naomi Chance D—71 min. (5204) (Rev. 12/17/52)	MILLION DOLLAR MERMAID (Color) Esther Williams Victor Mature D—110 min. (Rev. 10/31/52)	(Dec. Releases) THE BLAZING FOREST (Color) John Payne Susan Morrow OD—90 min. (5207) (Rev. 9/26/52) (Re-Release) CLEOPATRA Claudette Colbert Henry Wilcoxon D—104 min. (5208) (Rev. 7/24/34)		BLACKBEARD THE PIRATE (Color) Linda Darnell Robert Newton D—99 min. (Rev. 11/28/52)	(Dec. Releases) MY PAL GUS Richard Widmark Joanne Dru CD—83 min. (233) (Rev. 11/7/52) STARS AND STRIPES FOREVER (Color) Clifton Webb Debra Paget M—89 min. (239) (Rev. 11/19/52)	(Lopert) BREAKING THE SOUND BARRIER Ralph Richardson Ann Todd D—109 min. (Rev. 10/30/52)		
Dec. 28	HIAWATHA (Color) Vincent Edwards D—80 min. (5202) (Rev. 12/11/52)			ABOVE AND BEYOND Robert Taylor Eleanor Parker D—122 min. (313) (Rev. 11/20/52)		RIDE THE MAN DOWN (Color) Brian Donlevy OD—90 min. (5202) (Rev. 10/30/52)				ABBOTT AND COSTELLO MEET CAPTAIN KIDD (Color) Charles Laughton C—70 min. (208) (Rev. 11/25/52)
Jan. 4	FANGS OF THE ARCTIC Kirby Grant D—63 min. (5222)						ANDROCLES AND THE LION Jean Simmons Victor Mature CD—98 min. (Rev. 10/29/52)	(Jan. Releases) MY COUSIN RACHEL Olivia de Havilland Richard Burton D—98 min. (301) (Rev. 12/24/52) (Bernhard-Vidor) RUBY GENTRY Jennifer Jones Charlton Heston D—82 min. (303) (Rev. 12/24/52)	(Edw. Small) KANSAS CITY CONFIDENTIAL John Payne Coleen Gray D—98 min. (Rev. 11/7/52)		APRIL IN PARIS (Color) Doris Day Ray Bolger MC—101 min. (209) (Rev. 11/13/52)
Jan. 11	THE STAR OF TEXAS Wayne Morris O—67 min. (5332) (Rev. 1/26/53)	(Jan. Releases) THE FOUR POSTER Rex Harrison Lilli Palmer CD—103 min. (Rev. 10/9/52) THE PATHFINDER (Color) George Montgomery O—78 min. (Rev. 12/22/52) THE WINNING OF THE WEST Gene Autry O—57 min. (Rev. 1/26/53)	I'LL GET YOU George Raft D—79 min. (5206)	THE CLOWN Red Skelton Jane Greer D—91 min. (316) (Rev. 12/24/52)	(Jan. Releases) ROAD TO BALI (Color) Bing Crosby Bob Hope C—91 min. (5209) (Rev. 11/18/52)					(Jan. Releases) THE LAWLESS BREED (Color) Rock Hudson Julia Adams O—83 min. (306) (Rev. 11/28/52)	STOP, YOU'RE KILLING ME (Color) Broderick Crawford Claire Trevor C—86 min. (210) (Rev. 12/17/52)
Jan. 18				THE OESPERATE SEARCH Howard Keel Jane Greer D—71 min. (314) (Rev. 11/26/52)	THUNDER IN THE EAST Alan Ladd Oeborah Kerr D—98 min. (5210) (Rev. 11/3/52)				(John Christian) GUERRILLA GIRL Helmut Dantine D—81 min.	MEET ME AT THE FAIR (Color) Dan Dailey Diana Lynn M—87 min. (307) (Rev. 12/5/52)	
Jan. 25	TORPEDO ALLEY Mark Stevens Dorothy Malone D—84 min. (5308) (Rev. 12/18/52)			THE BAD AND THE BEAUTIFUL Lana Turner Kirk Douglas D—118 min. (315) (Rev. 11/19/52) THE HOAXTERS (Speciial) Doc.—36 min. (319) (Rev. 12/4/52)	TROPIC ZONE (Color) Ronald Reagan Rhonda Fleming D—94 min. (5211) (Rev. 12/17/52)		NEVER WAVE AT A WAC Rosalind Russell Paul Douglas C—87 min. (Rev. 12/17/52)	(Re-Releases) THE GUNFIGHTER Gregory Peck O—84 min. (348) (Rev. 4/26/50)	LUXURY GIRLS Susan Stephen D—96 min.	THE REDHEAD FROM WYOMING (Color) Maureen O'Hara Alex Nicol OD—80 min. (309) (Rev. 12/29/52)	
Feb. 1	TANGIER INCIDENT George Brent D—77 min. (5316)			THE NAKED SPUR (Color) James Stewart Janet Leigh OD—91 min. (313) (Rev. 1/14/53)		MARSHAL OF CEDAR ROCK Alan "Rocky" Lane O—54 min. (5241)	NO TIME FOR FLOWERS Viveca Lindfors Paul Christian C—83 min. (Rev. 12/2/52)	YELLOW SKY Gregory Peck D—98 min. (349) (Rev. 11/22/48)	(Chas. Chaplin) LIMELIGHT Charles Chaplin Claire Bloom D—141 min. (Rev. 10/8/52)		THE MAN BEHIND THE GUN (Color) Randolph Scott Patrice Wymore O—82 min. (211) (Rev. 1/5/53)
Feb. 8		(Feb. Releases) LAST OF THE COMANCHES (Color) Broderick Crawford Barbara Hale O—85 min. (Rev. 12/29/52) TARGET HONG KONG Richard Oenning D—66 min. (Rev. 12/29/52)	THE TALL TEXAN Lloyd Bridges Lee J. Cobb O—84 min. (5207)	ROGUE'S MARCH Peter Lawford Janice Rule D—84 min. (320) (Rev. 1/2/53)	(Feb. & March Releases) THE STOOGE Dean Martin Jerry Lewis CD—100 min. (5212) (Rev. 10/6/52)		ANGEL FACE Jean Simmons Robert Mitchum D—90 min. (Rev. 12/1/52)	(Feb. Releases) NIAGARA (Color) Marilyn Monroe Joseph Cotten D—89 min. (306) (Rev. 1/20/53)		(Feb. Releases) MISSISSIPPI GAMBLER (Color) Tyrone Power Piper Laurie D—98 min. (310) (Rev. 1/9/53)	
Feb. 15				IVANHOE (Color) Robert Taylor Elizabeth Taylor D—107 min. (307) (Rev. 6/16/52)	COME BACK, LITTLE SHEBA Burt Lancaster Shirley Booth D—99 min. (5213) (Rev. 12/1/52)	SAN ANTONE Rod Cameron Arleen Whelan OD—90 min. (5203)	SWORD OF VENUS Robert Clark Catherine McCleod D—73 min. (Rev. 1/15/53)	TREASURE OF THE GOLDEN CONDOR (Color) Cornel Wilde Constance Smith D—93 min. (308) (Rev. 1/21/53)	(A-Men Prods.) THE MAGNETIC MONSTER Richard Carlson Jean Byron D	GIRLS IN THE NIGHT Harvey Lembeck Joyce Holden D—83 min. (311) (Rev. 1/16/53)	THE JAZZ SINGER (Color) Danny Thomas Peggy Lee D—106 min. (212) (Rev. 1/5/53)
Feb. 22	KANSAS PACIFIC (Color) Sterling Hayden D (5302)			JEOPAROY Barbara Stanwyck D—69 min. (317) (Rev. 1/19/53)	THE STARS ARE SINGING (Color) Anna Maria Alberghetti Rosemary Clooney M—99 min. (5214) (Rev. 1/27/53)			THE SILVER WHIP Dale Robertson Rory Calhoun O—73 min. (309)	(Edw. Small) THE BANDITS OF CORSICA Richard Greene Paula Raymond D		

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

Theatre TV

(Continued from page 1)

a day and a half, under half the time originally allotted for it by Vincent Welch and Marcus Cohn, attorneys for the Motion Picture Association of America and the National Exhibitors Theatre Television Committee, respectively, who are presenting the industry's case to the Commission. This morning FCC general counsel Benedict Cottone and several commissioners consistently interrupted Toeppen's testimony with a request that he speed up his delivery. Toeppen complied, completing the industry's presentation of the engineering and accounting phases of its case and saving considerable time. It then developed that none of the succeeding witnesses was ready to take the stand.

Earlier in the morning Welch and Cottone wrangled over the relevancy of the transmission cost information. Cottone maintained that introducing it now as evidence was "premature" and that it should come later in the hearing, after the A. T. and T. figures had been given. Welch answered that he thought the commission had asked for extensive cost data. He went on to say that A. T. and T. had been asked for its figures some time ago but had not produced them, and that therefore the industry had to put its figures in first.

A. T. and T. attorney Ernest D. North argued that the transmission cost figures made only "a relatively small part of the expenses of theatre television for theatre people." Welch replied that the industry was not proposing "an overall theatre television service," including programming, to the Commission but was only proposing a transmission service.

Industry Problems

(Continued from page 1)

"There is only a temporary dislocation of the motion picture industry at the present time and that dislocation will very shortly be overcome."

"The Hoaxters," the M-G-M documentary on Communism, was screened at the luncheon.

Among those from the industry attending were: Frank Lydon of Allied Theatres of New England; Ralph Ianuzzi, Warner Brothers Boston branch manager; Herman Rifkin of Allied Artists; Walter Brown, president of the Boston Garden and chief barker of the Variety Club of New England; James Connolly, 20th Century-Fox Boston branch manager; Charles Kurtzman, Loew's Theatres Northeastern division manager; Elaine Stewart, M-G-M star; Ben Rosewald, M-G-M Boston manager; Hatton Taylor, RKO Pictures Boston manager; Harry Segal, United Artists Boston manager; Thomas O'Brien, Columbia Pictures Boston manager; Meyer Feltman, Universal-International Boston manager; Frank Dervin, Republic Pictures Boston manager; John Kane, representing Paramount; and Ray Feeley of Independent Exhibitors of New England.

$33,000 for 'Miss.'

CHICAGO, Jan. 27.—A robust $33,000 for the first week of "The Mississippi Gambler" at the State Lake Theatre here is forecast, topping the sturdy business done by "Bend of the River." This is the first date of the picture outside the pre-release territorial world premiere area.

Criteria for Pre-releases

(Continued from page 1)

was, how quickly could a sales manager correct the mistake?

In an open forum session between the TOA board members and the sales chiefs, the exhibitors declared that it would be helpful if branch managers had more latitude in determining terms and license fees. This, they said, would get away from so-called "national policies," a current abuse which the theatre men said was detrimental. If all exhibitors pay 35 per cent for a picture, the directors asked, why shouldn't they all be able to play day-and-date? Some members said they believed many exhibitors would be willing to set back their clearance 30 days or more if they could get better terms and, at the same time, spread the pictures over a greater length of playing time.

There was no conclusion on this issue, but Alfred Starr, TOA president, said that the sales managers listened attentively and he "hoped something would come of it."

Attending the meeting with the TOA board from the companies were Charles Reagan and W. F. Rodgers, M-G-M; Robert Mochrie, Samuel Goldwyn Productions; A. Montague, Columbia; Al Schwalberg, Paramount; Charles Boasberg, RKO Radio; William Gehring, 20th Century-Fox; Maurice Goldstein, Allied Artists; Charles Feldman, Universal; Bernard Goodman, Warners; Bernard Kranze, United Artists.

Extensive use of television in advertising motion pictures at a national and local level was stressed at the meeting. It was agreed that the TV advertising of pictures was in a "trial and error" stage but that the medium could be used to good advantage.

Elmer Rhoden, president of Fox Midwest Theatres and chairman of the TOA public relations committee, asked the distributors not to dispose of product that would be suitable for the children's matinees, which has been an effective medium of community relations in Kansas.

The TOA board adjourned its three-day mid-winter session yesterday afternoon after a discussion of technical developments within the industry.

20 in '3-D'

(Continued from page 1)

being made in two dimensions, having been in work about 10 days. Twentieth Century-Fox is planning three dimension treatment of "The Robe."

Tri-Opticon, in franchising theatres for its process, is guaranteeing a program of 12 features.

Sponable Due Back From "3-D" Confabs

Earl I. Sponable, 20th Century-Fox research director, is due to return here at the weekend from the Coast where he is currently conferring with 20th-Fox studio technicians on the company's third-dimensional process and other new developments.

It is understood that tests are being completed for a third-dimensional film on the Coast, in addition to work underway on "Anamorphoscope," the wide-screen technique based on a French process which is supposed to give an effect similar to Cinerama.

Variety Fund

(Continued from page 1)

auguration luncheon of 1953 officers and committee chairmen, held at the Hotel Piccadilly.

In his recorded address, Beresin expressed assurance that the new Heart Fund mark would be disclosed at the International's convention in May in Mexico City. Beresin also cited the growth of Variety tents throughout the world, stating that the International has received an application for a tent from Hamburg, Germany, and inquiries from Cairò, Egypt.

Ira Meinhardt, property master, acted as chairman at the luncheon and introduced the officers. They are: Edward Lachman, chief barker; Edward L. Fabian, first assistant chief barker; Martin Levine, second assistant chief barker; Harold J. Klein, dough guy, and William J. German, International canvassman.

In his brief address, Lachman reviewed the activities of the tent and called upon members to use the tent's new facilities at the Hotel Piccadilly.

'3-D' Spotlight

(Continued from page 1)

picture tide held the spotlight at the meeting. The fact that the "3-D" pictures are not a passing fancy was emphasized when the sales managers reported that the major companies would make at least 15 tri-dimensional features this year.

(A survey by MOTION PICTURE DAILY yesterday disclosed that 20 pictures were definitely scheduled, the survey covering those pictures actually announced. The film companies have other "3-D" projects not yet disclosed).

There was a difference of opinion as to whether the time would come when three dimension films could be seen without glasses. It was stated by some that the time was not far off, based on current experiments. However, Larry Davee, sales manager of Century Projectors, which makes the equipment for Cinerama, said "there was nobody in the room that would live to see tri-dimension without the polaroid lenses."

It was stressed that the major technical changes would be in the screens rather than in projection equipment. However, it was pointed out that experiments were under way whereby three dimension processes might be coupled with Cinerama, which would give a tri-dimensional effect without glasses.

Trust Limitations

(Continued from page 1)

until March 1 to make recommendations on all bills on which it held hearings but never acted.

For the rest of its short life, the special subcommittee will be headed by Rep. Reed (R., Ill.). Members said they thought the group would act on pending bills without any further hearings.

After March 1, anti-trust bills will be handled by a regular subcommittee which also handles other legislation. This subcommittee will be headed by Rep. Keating (R., N. Y.), who is sponsoring the bill calling for the uniform statute of limitations.

Daff Reports

(Continued from page 1)

ing of theatres in this country since the advent of television.

The Universal executive vice-president challenged such reports, claiming that there are more theatres in the U. S. today than anytime heretofore. New theatres, both conventional and drive-ins, have replaced theatres which have closed due to shifting population, obsolescence and competition.

Expressing optimism about the industry, Daff predicted that Universal would consolidate its foreign income and possibly raise it in the current fiscal year. Universal foreign revenues, he added, account for a little less than 40 per cent of all revenues.

Agreement, with reservations, was voiced by Daff on the need of new theatre construction in the Far East as cited by Spyros P. Skouras, 20th Century-Fox president, in his recent report to the Motion Picture Association of America. He said in such countries as India the need for new theatres is an economic question which should be governed by the ability of the people to pay for entertainment. Daff also contended that the development of new theatres should be in the hands of local people rather than those of U. S. interests, in order to avoid antagonisms.

The foreign market, he stressed, needs reassurance that the quality of American pictures will not be diminished, despite any drop in the number of pictures produced. Foreign exhibitors, he added, should also be told that the appearance of TV in their countries would not be the strong competitive factor it is in the U. S., pointing out that contemplated foreign TV programming is much less entertaining than U. S. TV fare.

Fear of TV, he said, was most pronounced in Australia, India and the Philippines. Daff declined comment on Universal's plans for third-dimensional films. While abroad, he held regional Universal meetings in London, Paris, Singapore and Sydney, Australia.

Davis at Rivoli

Bette Davis and the entire cast of the revue, "Two's Company," will be the guests of the Rivoli Theatre, when "The Star," the 20th Century-Fox production starring Miss Davis, has its world premiere there tonight.

only $644.45* for a
10-DAY HAWAIIAN VACATION!
Includes Mainliner transportation, hotel accommodations and sightseeing.
That's just one of United Air Lines' low-expense Hawaiian Air Vacations. There are six others from which to choose, lasting up to 23 days. Call or write for a free descriptive folder.
UNITED AIR LINES
(*From New York, plus tax)

Theatre Owner Mum On 'Free' Policy

Memphis, Jan. 27.—The "donate as you leave" policy at the Ritz Theatre here, which started Christmas Day, ended today.

Owner Dave Flexer posted the former admission prices: 60 cents for adults and 12 cents for children at the box-office. Since Christmas, patrons have attended the Ritz free and made a donation in a fishbowl in the lobby as they left—whatever amount they felt the show was worth.

Owner Flexer declined comment on the policy change.

Rep. Sales Meeting Opening in Miami

The fourth and final session in Republic's current series of sales meetings opens today at the Columbus Hotel in Miami, and it is expected that president Herbert J. Yates will make an announcement on Republic's sales policy and program after the two-day meeting, at which the company's five sales managers will be present.

James R. Grainger, executive vice-president and director of sales, is presiding; and sales manager Walter L. Titus, Jr., heads a contingent which includes branch managers E. H. Brauer, Atlanta; J. H. Dillon, Charlotte; L. V. Seicshnaydre, New Orleans; Harold Laird, Tampa; Nat Wise, Memphis; John J. Houlihan, Dallas; and David Hunt, Oklahoma City. Sales managers Francis A. Bateman, Paul Webster, James V. O'Gara, and John P. Curtin, whose districts were covered in recent sales meetings, are attending; and other Republic executives there include Richard W. Altschuler, president of Republic Pictures International; Douglas T. Yates, vice-president of Republic Pictures International; William Saal, executive assistant to Yates; and Steve Edwards, director of advertising and publicity.

Name Fabian Treasurer

S. H. Fabian, head of Fabian Theatres, has accepted the post of treasurer of the "Adolph Zukor Golden Jubilee Dinner" which will be held at the Waldorf-Astoria here March 4, it was announced yesterday by Harry Brandt, chairman of the dinner which is part of the year-long series of celebrations being sponsored by Variety Clubs International in Zukor's honor.

Hayes At 'Dimes' Fete

BOSTON, Jan. 27. — Helen Hayes, chairman of the woman's division of the National Foundation for Infantile Paralysis, headed the stage and screen notables in personal appearances at tonight's "March of Dimes" $100-a-plate dinner at the Hotel Somerset here.

'Redbook' Award Feb. 24

The *Redbook* annual motion picture award will be announced on Feb. 24 at a formal dinner dance at the Bel Air Hotel, Los Angeles. About 300 stars and celebrities, including past and present winners of the *Red Book* award, will attend.

NEWS in Brief . . .

DENVER, Jan. 27.—An M-G-M contingent, headed by actors James Stewart and Robert Ryan as well as producer William H. Wright and others, will be on hand for the Feb. 6 opening of "The Naked Spur" at the Paramount here.

The two-day premiere ceremonies will be highlighted by the state proclamation of "Hollywood in the Rockies Day" on Feb. 6, the presentation of an award to Stewart by Governor Dan Thornton, and a tie-in with a Girl Scout Jamboree.

•

CINCINNATI, Jan. 27. — Rosemary Clooney, who makes her film debut in Paramount's "The Stars Are Singing," is due to arrive here today en route to Maysville, Ky., where the film will open tomorrow at Schine's Russel and Washington theatres. Maysville, just 50 miles from here, is Miss Clooney's home town.

Accompanying her on the trip will be a motorcade of press, radio and television representatives who will cover the premiere ceremonies.

•

Universal, for the first time it has done so, will use television, radio and newspapers for the territorial saturation advertising campaign featuring theatre playdates for its "City Beneath the Sea."

The campaign will start in the Cleveland area Feb. 8; Detroit, Feb. 12; Boston, Feb. 19, and San Francisco, Feb. 27.

•

Among the first to accept invitations to attend the premiere of United Artists' "Moulin Rouge" at the Capitol Theatre here on Feb. 10 are David Sarnoff, comptroller Lazarus Joseph, Henry R. Luce, Herbert Bayard Swope, Helen Hayes, Rudolph Bing and Sid Caesar, UA announced yesterday.

Tickets will be on sale to the general public at no advance in prices.

•

WASHINGTON, Jan. 27.—The Commissioners of the District of Columbia have issued a proclamation naming tomorrow, "Salute To The WAC's Day," in honor of the world premiere of "Never Wave At A WAC," at the RKO Keith Theatre here.

Mrs. Dwight D. Eisenhower, General Omar N. Bradley and eight women representatives of seven countries belonging to the North Atlantic Treaty Alliance who were flown here for the event, and other top military, government and society figures will attend.

•

Negotiations for new exchange employes contracts are under way this week in Charlotte and Omaha, with members of the exchange operations committee from New York meeting with the local unions' representatives. The committee, split into three groups, plans to cover all 32 exchange cities during the next 30 days.

Arthur Israel, of Paramount, and A. A. Schubart, of RKO Pictures, are in Omaha for the negotiations and will go to Des Moines following the Omaha meetings. Clarence Hill, of 20th Century-Fox; Tom Murray, of Universal; Joseph McMahon, of Republic, and Michael Rosen, of M-G-M, are in Charlotte. They will go to Atlanta and Jacksonville from Charlotte.

Coronation Color Film to W.B. Here

London, Jan. 27. — Associated British-Pathe will produce a Coronation film, "Elizabeth Is Queen," in Warnercolor.

It will be released throughout Britain on June 8 and, depending upon the success of experiments to print from a dupe negative, Warner Bros. will distribute it in America the following week.

Sees Trust Angles To ABC-UPT Merger

WASHINGTON, Jan. 27. — Senator Kilgore (D., W. Va.) asserted yesterday there are "some serious anti-trust considerations" involved in the proposed merger of United Paramount Theatres and American Broadcasting Co.

Kilgore made the statement during Senate judiciary committee hearings on the nomination of William P. Rogers to be deputy attorney general. Kilgore asked Rogers whether he had anything to do with the merger application, and on being assured that Rogers had not, the Senator said he had raised the point because of the anti-trust aspects of the proposal.

Rogers said he had severed all connections with his private law practice. He was in the New York firm of Dwight, Royall, Harris, Koegel and Caskey. Twentieth Century-Fox is one of the firm's clients.

The Senate today approved the nomination of Rogers.

8-Man Unit to Survey Information Program

WASHINGTON, Jan. 27.—President Eisenhower has appointed an eight-man committee to "survey and evaluate" the government's overseas information policies. Investment firm executive William H. Jackson of New York will head the group.

Seek New Life for Information Program

WASHINGTON, Jan. 27.—A Senate Foreign Relations sub-committee which has been studying the operations of the State Department's overseas information program will soon ask the Senate to extend its life.

The sub-committe is presently required to have its work wound up by the end of the week. However, it was learned, members of the group feel they are not yet in any position to make major recommendations for overhauling the program, and will ask that they be given at least another four or five months.

Name Loew Member Of Hafner Board

E. M. Loew, New England theatre operator, has been elected to the board of directors of Les Hafner and Co., Inc., and will function actively as vice-president, it was announced here by company treasurer Stanley P. Cohn.

Loew recently became an important stockholder in the firm when Les Hafner acquired the motion picture, television and radio rights to the Mark Hellinger story properties.

National Pre-Selling

A TWO-PAGE story of how "The Bad and the Beautiful," starring Lana Turner and Kirk Douglas, was previewed "to the man in the street" is told in *Life's* Feb. 2 issue. The sneak preview was run in a theatre located near Hollywood. Sample preview cards filled out by patrons at the preview are reproduced. The author of the story said a majority of the preview cards suggested that some scenes be reduced in running time. Therefore, 12 minutes were cut out of the picture after it was previewed.

•

Hal Wallis' "The Stooge," starring Dean Martin and Jerry Lewis, was selected by Edwin Miller as the picture he liked best for the February issue of *Seventeen*. Also in this issue is a full-color ad on "Hans Christian Andersen" and one on "Jeopardy," starring Barbara Stanwyck, on the table of contents page.

•

A four-color front cover photo of starlet Joan Taylor appears on the Feb. 1 issue of This Week *magazine. Also in this issue is a story of Miss Taylor's grooming by Paramount for stardom. Her first pictures for Paramount are "The Savage" and "Off Limits."*

•

Ava Gardner was interviewed for the current issue of *Look* by William Attwood while she was hospitalized in London. In addition to the interview, a full-color picture of Ava is used as a contrast to pictures of early movie stars Theda Bara, Barbara La Marr, Gloria Swanson, Clara Bow, Jean Harlow and Carole Lombard. Also in this issue is a two-page ad of 20th Century-Fox's "The Thief of Venice." This ad lists some of the leading theatres in the United States which will play "The Thief" starting Jan. 31.

•

"The Bad and the Beautiful," "April in Paris," "Meet Me at the Fair," "Million Dollar Mermaid," "The Stooge" and "Androcles and the Lion" are the *Companion*-approved movies reviewed in the February issue of *Woman's Home Companion*.

•

Florence Somers picked Stanley Kramer's "Member of the Wedding," with Julie Harris and Ethel Waters, in the February issue of Redbook *as her selection for the best picture of the month. Also in this issue of* Redbook *are a full-color ad on "Peter Pan" and a full-page ad on "Come Back, Little Sheba."*

•

Gabriel Pascal, producer of RKO's "Androcles and the Lion," reviewed the two recent releases he likes best for the February issue of *Coronet*. Pascal selected "The Jazz Singer," with Danny Thomas, and John Huston's "Moulin Rouge," starring Jose Ferrer.

WALTER HAAS

Senate Confirms Folsom

WASHINGTON, Jan. 27.—The Senate today confirmed the nomination of Marion B. Folsom, former treasurer of Eastman Kodak Co., to be Undersecretary of the Treasury.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 20 NEW YORK, U.S.A., THURSDAY, JANUARY 29, 1953 TEN CENTS

Industry Sees Arbitration In 'State of Flux'

Enthusiasm of Sales Heads Has Diminished

The arbitration situation was described here yesterday by a major company executive as being in a "state of flux," despite the efforts of the Theatre Owners of America to stimulate action in the launching of a workable plan. The enthusiasm which the sales managers expressed for an arbitration formula last fall has dwindled to a point where they see little hope of establishing it in the near future, if at all, he said.

The slump in interest, it was stated, stems from Allied's refusal to go along on a plan until certain alleged abuses have been eliminated from the trade practices. And TOA's projected bid to Allied for a meeting to discuss differences is not expected to get any immediate action. Alfred Starr, TOA president, said at the

(Continued on page 7)

Exhibitor Group to Finance TV Plays

A new company which will finance the production of plays to be telecast to motion picture theatres is being formed by a group of exhibitors and financial interests, it was revealed here by Sam Pinanski, one of the principals in the syndicate and presi-

(Continued on page 7)

'Lab' Strike Holds Up UK Pathe News

London, Jan. 28.—A strike today by 100 members of the Cine Technicians Association union at Pathe Laboratories here prevented the issue of Pathe Newsreel scheduled for tomorrow, and will likely affect next week's issue also.

The strike followed the union's refusal to recognize the promotion of a joint assistant manager at Pathe because he does not hold a union card. Attempts at a settlement between the union and the Film Laboratories Association have been abortive thus far.

FCC Approval of ABC-UPT Merger Is Expected Within Week; 1 Dissent Seen

Washington, Jan. 28.—The Federal Communications Commission has decided to approve the proposed merger of American Broadcasting Co. and United Paramount Theatres, according to persistent reports leaking from the Commission.

It is understood that only Commissioner Hennock will dissent, and that the delay in announcing the Commission's decision is to give her time to prepare her dissent. The present plan is for the Commission to announce its action sometime next week, probably Wednesday or Thursday.

According to the reports, the Commission has also voted—with one or two dissents—to find that Paramount Pictures does not control Allen B. Dumont Laboratories, and that each company is therefore free to apply for the five television station maximum allowed by FCC rules.

Meanwhile, there was no further word from Senate commerce committee chairman Tobey (R., N. H.) as to when he would hold committee hearings on the merger proposal or on his bill to bar television licenses to film companies convicted in government anti-trust suits.

Hollywood Doing Better Job Abroad, Congress Told

WASHINGTON, Jan. 28.—A top State Department official has told Congress that Hollywood is doing a better and better job of "telling the proper story about America" in foreign countries.

The statement came from Reed Harris, assistant administrator of the State Department's International Information Administration, in active charge of the government's Overseas Information Program. He testified last November before a Senate foreign relations subcommittee studying the information program, and his testimony was made public only today.

Senator Fulbright (D., Ark.) asked whether Hollywood films "have been a good thing in improving our relations with the rest of the world?"

Said Harris: "That is always a question we are unhappy to answer because, of course, in some parts of the world they have done us a great deal of harm. But I think in recent years, and particularly in recent months, the motion picture industry has shown a thorough realization of the importance of telling the proper

(Continued on page 7)

Cites Quality Need For '3-D' Shortly

A stronger demand by the public for entertainment qualities in three-dimensional films was foreseen by a major company executive, who pointed out that in the near future there will have to be added factors besides novelty to draw the public.

The film executive pointed to the growing number of third-dimensional productions slated for 1953 and although he saw a receptive market for such product, he also foresaw

(Continued on page 7)

Initial Heavy WB Proxies Favor New Organization Plan

Initial heavy returns of Warner Brothers' proxies indicate a very favorable response to management's proposed reorganization plan changes, which paves the way for Si H. Fabian, president of Fabian Enterprises, to assume control of the new Warner theatre company.

Proxy returns came rolling into the home office beginning Monday, it was learned, and the response was heartening to management. The reorgan-

(Continued on page 7)

Skouras on Coast to View '3-D' Process

Three-dimensional developments and "Anamorphoscope," the 20th Century-Fox wide-screen process, are among topics under discussion on the Coast among 20th-Fox executives, headed by Spyros P. Skouras, president.

Skouras, who left here for the Coast with Al Lichtman, distribution director, on Tuesday, will join research director Earl I. Sponable, who has been in Hollywood the past eight days. Sponable left to view tests of 20th-

(Continued on page 7)

86% Ask for Newsreels in Phila. Survey

Para. Meet Told Free TV News Doesn't Satisfy

Eighty-six per cent of theatre patrons interviewed by the Sindlinger Co., national research analysts, in a 1,000,000 population section of the Philadelphia exchange area demand newsreels in theatres, notwithstanding television news presentations on home receivers.

This facet of the survey, being made by the Sindlinger company for four newsreel companies, was revealed by Oscar Morgan, Paramount short subjects and newsreel sales manager, at the company's division and branch managers meeting at the Hotel Plaza here yesterday. Results of the survey are expected to be published in

(Continued on page 7)

RKO Theatres Plan To Play 'Limelight'

The RKO Theatres circuit in New York is going ahead as scheduled to open "Limelight" on Wednesday in neighborhood houses, it was learned yesterday, despite the public disapproval of Howard Hughes, whose RKO Theatres controlling stock in-

(Continued on page 7)

Towne Takes Interest Plea to High Court

Washington, Jan. 28.—Milwaukee Towne Corp. today asked the Supreme Court to award it five per cent interest on the $1,000,000 - anti - trust claim it collected from major distributors two years ago.

The Milwaukee theatre firm was awarded $941,574 in treble damages plus $75,000 in attorney fees and $4,871 in costs. But the distributors refused to pay interest and a District court and the Seven Circuit court upheld this decision.

There was no indication in the Milwaukee Towne brief as to exactly how long was the period for which it is claiming interest.

Personal Mention

ARCH OBOLER, writer-producer-director of "Bwana Devil," will arrive in New York from Hollywood over the weekend.

•

MAX BLACKMAN, Warner Brothers home office executive, became a grandfather Saturday when his daughter, MRS. HERBERT R. POGODA, gave birth to a girl, LINDA JOAN, at Flower Fifth Avenue Hospital here.

•

BURT REINHARDT, news editor of *Movietone News* and *Movietone-United Press TV*, announces the birth of a daughter, CHERYL SUZANNE, to MRS. REINHARDT.

•

JOSEPH BORENSTEIN, manager of the Warner Strand, New Britain, Conn., is recuperating at home following surgery at Hartford Hospital.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, is in New Haven for two days following an earlier visit this week to Boston.

•

JAMES B. MCCLELLAN has been named to the presidency of Local 439, IATSE, New Haven, Conn., for his eighth term.

•

STEVE JUSTUS, Columbia sales representative in Atlanta, has been transferred to the New York branch.

•

ROY WILLIAMS, Walt Disney animator, will be a guest on the NBC-TV "Zoo Parade" show on Sunday.

•

A. B. MCCOY, manager of the East Drive-in Theatre, Louisville, is vacationing at Fort Lauderdale, Fla.

•

NORMAN PANAMA and MELVIN FRANK, production team, will leave here Sunday for the Coast.

•

KAY NORTON, RKO Radio publicity manager, will return to New York today from Washington.

•

AL SCHUMAN, general manager of the Hartford Theatre Circuit, is in Florida on a vacation.

•

ROBERT BENJAMIN, United Artists board chairman, will return here on Sunday from Mexico.

•

LEONARD ALLEN has resigned as Southern publicity head for Paramount in Atlanta.

•

JOSEPH L. ROBERTS, vice-president of Sports Films, is in Havana from New York.

•

BERNARD GOFFIN has been named manager of the Crown Theatre, New Haven.

Drops Ticket Tax

DEFIANCE, O., Jan. 28.—Repeal of this city's admission tax will become effective Saturday, following action by the City Council. Elmer De Witt, city manager of Mallers Brothers' circuit, was a leader in the fight to have the tax repealed.

'3-D' or No '3-D', Story Is Still Central, SPG Hears

HOLLYWOOD, Jan. 28.—No matter how many physical dimensions the motion picture takes on, the story still will be the final determinant of film success, financial or artistic, members of the Screen Producers Guild and representatives of the lay and trade press agreed unanimously at SPG's first producer-press roundtable at the Brown Derby today. That was approximately the only unanimity displayed during the unrestricted discussion of three-dimension pictures and the press-writer attitude toward the producer's contribution to the finished product.

Sol Lesser, referred to in an introduction as a "man who owns one," led the discussion on the three-dimension process, stating his belief was that experience throughout the country already shows public interest in 3-D is deeper than novelty appeal, and that the public is not antagonistic toward wearing viewers.

Louis F. Edelman, now preparing unnamed second Warner picture in 3-D, told the group the trend in 3-D production will be away from stunt or trick subjects and toward solid subjects equally suitable for exhibition flat. Lesser also said the new media has no limitations as to subject matter. Producers and press people were divided, separately and collectively, on whether 3-D will prove a flash in the pan or bring about a complete revolution as sound did.

Producer-press discussions of the producer's importance and press attitude toward same became highly colloquial, although cordial in whole.

Samuel G. Engel presided in the absence of SPG president Sol C. Siegel. Other producers present were Julian Blaustein, Albert J. Cohen, Mel Epstein, Lewis J. Rachmil, Frank Rosenberg and William H. Wright.

OMPI Tenders Party For Hearst Winners

The 14 winners of the New York *Journal-American* motion picture contest will be honored today at a reception at the Stork Club, to be attended by more than 100 industry and Hearst newspaper executives. The reception is being tendered by the Organization of the Motion Picture Industry of the City of New York.

Presentation of the awards totaling $1,040 will be made in behalf of the Hearst newspaper by leading star personalities including Shirley Booth, Danny Kaye, Gypsy Rose Lee, Eleanor Parker, Piper Laurie and Elaine Stewart, Fred J. Schwartz, OMPI chairman, announced.

The editors of
Motion Picture Herald *and*
Better Theatres *will present—*

The Facts About

3-D

—an up-to-date, comprehensive summary of information on the most significant development in the business of motion pictures since the advent of sound. You will find a practical perspective of the Three-Dimension situation—

in this week's issue of

MOTION PICTURE HERALD

MGM Makes Trailer For 'Brotherhood'

A short trailer to help exploit Brotherhood Week February 15-22, is being made by Metro-Goldwyn-Mayer under the supervision of Dore Schary. The trailer will be included in the newsreel releases for Feb. 6 and 13.

A 20-foot clip trailer, urging patrons to sign the honor roll in the participating theatre's lobby, is also in work, it was reported. The clip trailer will be gratis, through National Screen Service.

Set 'Brotherhood' New Orleans Plans

NEW ORLEANS, Jan. 28.—Distribution and exhibition will coordinate their activities to publicize National Brotherhood Week, Feb. 12-22, in the New Orleans area under plans outlined at the recent kick-off "Brotherhood" meeting held at the Orpheum Theatre here.

The outline was presented by Henry Plitt, regional exhibitor chairman, and Lucas Connor, regional distributor chairman.

Prime Minister Heads Brotherhood in Can.

OTTAWA, Jan. 28.—Rt. Hon. Louis St. Laurent, Prime Minister of Canada, accepted the honorary chairmanship of the Canadian Council of Christians and Jews for the observance of Brotherhood Week at a ceremony which was conducted in the Parliament Buildings by Gerald Godsoe of Toronto, national chairman. The celebration will be held the week of Feb. 15.

'Stars' in Sell-out On Premiere Night

MAYSVILLE, Ky., Jan. 28.—A sell-out was scored at the world premiere of Paramount's "The Stars Are Singing" here at Schine's Russell Theatre, which featured the personal appearance of Rosemary Clooney, who stars in the film.

The star attended the premiere showings following a day of festivities marking "Rosemary Clooney Day," highlighted by her coronation as "Queen of Song."

Aids M-G-M's 'Bad'

HARTFORD, Jan. 28.—Actress Elaine Stewart, who co-stars in M-G-M's "The Bad and the Beautiful," met the Connecticut press today at a luncheon in New Haven. The host was Harry F. Shaw, division manager for Loew's Poli-New England Theatres.

Salesmen Elect

BUFFALO, Jan. 28.—Herbert Gaines, John McMahon, and Michael Jusko have been elected president, vice-president, and treasurer, respectively of the Buffalo Loge of the Colosseum of Motion Picture Salesmen of America.

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ALFRED HITCHCOCK'S

"I Confess!"



A story of love and man-woman danger that climbs from a shadowed corner of Quebec to a stunning new summit in Hitchcock suspense!

IF YOU KNEW WHAT HE KNEW -- WHAT WOULD YOU DO ?

All its excitement filmed in Canada's colorful Quebec by **Warner Bros.**



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ROGER DANN
DOLLY HAAS
CHARLES ANDRE

SCREEN PLAY BY
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MUSIC COMPOSED AND CONDUCTED BY DIMITRI TIOMKIN

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RITTON · WILLS

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ublic Pictures Corporation

Back
BROTHERHOOD WEEK,
Feb. 15-22

20th-Fox Has 18 Set For Next 6 Months

Twentieth Century-Fox currently has eighteen top productions completed and awaiting release during the next six months. Eight of the pictures are in color by Technicolor and one in Cinecolor.

The figure represents one of the strongest backlogs in the company's history.

Ike Misses Premiere; To See 'Wac' Sat.

WASHINGTON, Jan. 28. — President and Mrs. Eisenhower, who were scheduled to attend the world premiere here tonight of Frederick Brisson's "Never Wave at a WAC," were prevented by colds from doing so. However, they expressed a desire to see the picture and it will be screened for them in the White House on Saturday.

A celebrity-packed audience headed by top-ranking government and military officials, foreign diplomats, and stage, screen, radio and television personalities jammed the RKO Keith Theatre here for the premiere.

Premiere ceremonies, both inside and outside the theatre were covered by a 45-minute television broadcast. In addition, interviews with prominent personalities were taped for broadcast tomorrow. Stage ceremonies in the theatre were presided over by Mrs. William Randolph Hearst, Jr., and included appearances by General Omar N. Bradley and eight representatives of the armed services of seven NATO countries who were flown here from Paris for the premiere.

Albany TOA Takes Up Proposed Bills

ALBANY, Jan. 28.—Proposed minimum wage legislation floors of $1 and $1.25 and a contemplated requirement that employers of less than four persons be obligated to participate in the state disability benefits program were discussed at an Albany Theatre Owners of America meeting here.

Executive-director Lewis A. Sumberg reported on these bills and led an exchange of views on them. They are the only important ones directly affecting exhibitors yet to be introduced.

Action on a plan for setting up a drive-in section within the local TOA unit was delayed until a later meeting. At that time an Altec representative will probably speak on third dimensional projection.

RTMA to Take Up Subscription TV

The committee to survey subscription television, newly appointed by the Radio-Television Manufacturers Association, will hold its first meeting here Feb. 3 in conjunction with the RTMA mid-winter conference at the Roosevelt Hotel, which will be held Feb. 3-5. Paul Galvin, of Motorola, is chairman of the committee. The television committee of the RTMA will meet on the afternoon of Feb. 4, under chairman W.R.G. Baker, of General Electric.

Various aspects of commercial television, as well as defense production, will highlight the three days of sessions.

Reviews

"Prince of Pirates"

(Columbia Pictures)

PACKED with exciting swordplay and varied combat, this Sam Katzman color by Technicolor production for Columbia is fashioned along solid formula lines. With John Derek setting the pace with a swashbuckling performance as the leader of a band of volunteers who are out to free their native country from Spanish conquest during the 16th Century, "Prince of Pirates" will satisfy all lovers of escape entertainment.

After much devious manipulation, during which Derek's own brother, Whitfield Connor, ascends to the throne and schemes ambitiously with the Spanish, the John O'Dea-Samuel Newman screenplay, from a story by William Copeland and Herbert Kline, ultimately has right triumph over wrong. But en route there are some pictorial striking battles on land and sea and a number of romantic detours. One romantic angle with Derek is provided by Barbara Rush, who joins his band of volunteers when her father is killed. This romance is interrupted at a later point when Derek woos Carla Balenda, a princess.

Others in supporting roles in this Sidney Salkow-directed film are Edgar Barrier, Robert Shayne and Harry Lauter.

Running time, 80 minutes. General audience classification. Release date, March.

"Monsoon"

(United Artists)

THIS is a picture which introduces in color by Technicolor the exotic Ursula Thiess and the fascinating ugliness of the Indian jungle beset by monsoons, but has little else to offer except excessive talk. The characters are bogged down by a script which makes them spout philosophy which is too deep even for themselves and leaves the audience as sodden as the rain-drenched jungles.

The story has George Nader engaged to marry a young European girl, Diane Douglas, he has met in Bombay. Before they return to his native America, Nader, his mother, and his bethrothed decide to visit the girl's family in their jungle village home. Members of the family are a happy-go-lucky, slovenly father; a brother, a cynical drunk who tries to hide his despair in an equally slovenly existence; and Miss Thiess, the younger sister.

Nader is hypnotized by the beauty of the sister and she is attracted to him. Although Miss Thiess is the epitome of all Nader does not want in a wife, he finally decides to give up Miss Douglas and run away with her untamed sister. Miss Douglas attempts suicide and Nader returns to save her.

At times the rambling narrative is saved by some fine shots of the surrounding jungle. The alternately ugly and lovely tropics, the effect of the constant rain, and some weird native music are attractive highlights. The performances and production are adequate. Rodney Amateau directed and Forest Judd produced from a screenplay by Judd, David Robinson and Leonardo Bercovici.

Running time, 79 minutes. General audience classification. Release date, Dec., 1952.

Festivities Mark 'Java' Premieres

MIAMI, Jan. 28.—Republic's "Fair Wind to Java" will be ushered into its pre-release world premiere tomorrow night by a series of events, featuring civic ceremonies, a lawn buffet and a mammoth parade. The film opens tomorrow night at the Paramount Theatre, Miami, and the Beach, Miami Beach.

Company president Herbert J. Yates and Vera Ralston, who stars in the film, are here to participate in the activities.

'Art' in Louisville

LOUISVILLE, Jan. 28. — The downtown Brown Theatre here, managed by John C. Phelps, has inaugurated an experimental semi-art picture policy. Leading off is Charles Chaplin's "Limelight." Scheduled to follow are "Thief of Venice," "Breaking the Sound Barrier," "Androcles and the Lion" and "Cleopatra."

Heretofore, art film policies were used at the Scoop or Crescent. Both are closed.

ABPC Votes Dividend

LONDON, Jan. 28.—Associated British Pictures Corp. today declared an interim ordinary dividend of 7½ per cent, thereby maintaining last year's level.

AA to Have at Least 21 at High Budgets

Allied Artists will have at least 21 high calibre features for release during the current year, it was announced here yesterday. Three pictures, "Flat Top," "Battle Zone" and "Hiawatha" lead off the higher budgeted program.

In addition, AA will produce 20 "bread-and-butter" pictures. These include four in the "Bowery Boys" series, four historical westerns starring Wild Bill Elliot, four Wayne Morris action films, and two each in the "Bomba," James Oliver Curwood, Stanley Clements and suspense series.

Lepinsky to Filmack

CHICAGO, Jan. 28.—Phillip Lepinsky, animator, formerly associated with Van Buren, Fleischer Studios and Jam Handy, has been appointed director of Filmack's animation department here by Irving Mack. The appointment coincides with Filmack's current expansion in both the theatre trailer business and production of television commercials.

Protest French Film

OTTAWA, Jan. 28.—Twelve major Roman Catholic organizations filed official protest with the Ontario Motion Picture Censor board against showing of the French film, "Clochemerle," on grounds of immorality.

Md. Censors Request 'Modern' Statute

BALTIMORE, Jan. 28.—The Maryland Board of Motion Picture Censors has formally requested the Attorney General's office to submit and promote a more modern and definite consorship statute during the current session of the Maryland General Assembly. Attorney General Rollins has taken the proposal under consideration but has not, as yet, acted.

The present censorship law is regarded as somewhat withered in its definite provisions through last year's Supreme Court ruling disqualifying censors to put the brand of "sacrilegious" on a film. At that time, Hall Hammond was Maryland's attorney general and a ruling by him prohibited the Maryland censors from rejecting or deleting a film on "sacrilegious" grounds. The implication of the ruling amounted to an all-around challenge of the censors' powers.

Pressure groups since have joined forces and there is a plan among leaders of the Motion Picture Producers' Association of America, several groups of exhibitors and some theatre owners to drive for repeal of the statute altogether at the current session of the General Assembly.

Wins Severance in $6 Millions Suit

SAN FRANCISCO, Jan. 28.—Blumenfeld Theatres, named a defendant in the anti-trust suit filed in late 1950 against major distributors and circuits here by Daniel O. McLean and Leland C. Dibble, owners of the Embassy Theatre, have won a severance from the action, which seeks $6,000,000 in treble damages.

Federal Judge George B. Harris granted the order for severance and a separate trial for Blumenfeld Theatres sought by the latter's attorneys, Gavin McNab, Schmulowitz, Sommer and Wyman. The Embassy's complaint charges that over a period of years defendants monopolized first run exhibition in San Francisco.

Seek to Form New Foreign Film Unit

Another round of exploratory talks among independent distributors of foreign films looking to formation of a new organization to replace the defunct International Motion Picture Organization is slated for the near future.

The projected new organization, it was explained, would consist exclusively of foreign film distributors unlike the old organization which also had exhibitor members. Among the groups interested in the formation of the new group are the Edward Kingsley-Arthur Mayer film, Italian Film Export and Joseph Burstyn.

'Niagara' Openings Set in 38 Theatres

Openings in 38 domestic and Canadian situations this week and in February are slated for 20th Century-Fox's "Niagara," the company disclosed here yesterday.

The next premieres of the color in Technicolor film are slated for Thursday at the Cataract Theatre, Niagara Falls, N. Y.; the Seneca Theatre, Niagara Falls, Ont.; and the Century, Buffalo.

TV Plays

(Continued from page 1)

dent of American Theatres Corp. of New England.

Pinanski said the new company was in the process of formation and that definite plans had not been completed. However, it is understood that the exhibitor group includes several of those who were associated with him in the financing of "Main Street to Broadway," which was produced by Lester Cowan in collaboration with the Council for the Living Theatre. In the latter project are Si Fabian, M. A. Lightman and Fred Schwartz.

Arthur Schwartz, president of the Council, recently announced that the same backers would finance additional pictures under Council sponsorship along the lines of "Main Street to Broadway."

WB Proxies

(Continued from page 1)

ization plan changes, according to the by-laws, must receive the approval of two-thirds of the 4,950,000 shares outstanding. The 27 per cent of the company stock owned by the Brothers Warner presumably will be voted in favor of the plan, the chief issue before the Feb. 17 annual meeting to be held in Wilmington, Del.

It was also learned that no definite date has been set for consummation of the Fabian deal under which Fabian will buy the Brothers Warner family stock in the new theatre company, to be formed March 1. Conclusion of the deal, however, is expected within two weeks of the March 1 date.

'Limelight'

(Continued from page 1)

terest is currently held in trust.

Hughes made his sentiments known on the Coast in a letter to John D. Home, chairman of the Hollywood Post American Legion un-American activities committee. Hughes, board chairman of RKO Pictures, informed the Legion that he has been making a concerted effort to have RKO Theatres cancel its booking of the Charles Chaplin film, released through United Artists.

Although RKO Theatres officials declined comment on the Hughes statement, no steps have been taken to cancel the booking. The film has also been booked to play in local theatres of the Skouras, Randforce and Century circuits.

'3-D' Quality

(Continued from page 1)

competition setting in, with the public more prone to shop around for entertainment qualities in third-dimensional films. At least 20 pictures in 1953 are slated already to be shot in three-dimensional processes, according to a survey of announced studio plans.

Add Omaha First Runs

OMAHA, Jan. 28.—Since there are only four major first-run downtown theatres operating here, and holdovers have been growing frequent, several neighborhood runs have adopted first-run policies. Two of them, the Admiral and Chief, had turn-away crowds with "Hiawatha."

Name Tri-Opticon 'Stereo-Techniques'

Tri-Opticon as a trade name for the tri-dimensional photographic process controlled by Sol Lesser and Raphael Wolff has been dropped and the medium hereafter will be known as Stereo-Techniques. Wolff, who has been shooting material along the Eastern seaboard for future "3-D" subjects, returned to Hollywood yesterday.

Meanwhile, the Stereo-Techniques program has been set to play 47 key situations during the month of February, with a Broadway tee-off on Feb. 3 at the Globe Theatre here. The program currently is in its fifth week at the Telenews Theatre in Chicago.

HOLLYWOOD, Jan. 28.—Counsel for Stereo-Techniques, Ltd., British company that made shorts being shown in this country under the "Tri-Opticon" label, announced that Raymond Spottiswoode, who produced and directed them, will establish an office here and offer that process for lease to American producers.

Job Abroad

(Continued from page 1)

story about America overseas. We are making great gains there."

The Senators were told that in many areas, such as the Philippines, State Department documentary and propaganda films were the most effective of all media for telling the U. S. story.

State Department film chief Herbert T. Edwards testified that many of the State Department films are being used on foreign television programs. He said the Department has cleared almost 200 of its films for TV use, and that in many areas the Department's film library had been used over and over by local TV stations. However, Edwards added, the Department has not yet made any films specifically for television.

'State of Flux'

(Continued from page 1)

close of the TOA board meetings here Tuesday that he had not prepared a formal invitation to Allied as yet, but that he expected to do so when he returned to his home in Nashville. Starr left here for the South yesterday.

Pessimism over the possibilities of a roundtable parley is based on Allied's positive stand that it would not confer on arbitration again until the trade practice abuses had been corrected. Whether Allied will change its mind after the bid is extended to Allied's general counsel Abram F. Myers and president Wilbur Snaper is anybody's guess. However, it has been indicated that any move toward establishing a plan without Allied participation would await Allied's reply to Starr's letter.

Tors Names Kamber

The Bernard M. Kamber office today was appointed advertising, publicity and exploitation representative for Ivan Tors Productions, whose first film, "The Magnetic Monster," will be release by U.A. next month. Kamber will leave here shortly for Hollywood to confer with Tors.

Ask for Reels

(Continued from page 1)

book form by the Motion Picture Association of America in the near future.

The Sindlinger survey excluded Philadelphia proper but included all types of theatres—first, second, subsequent and sub-subsequent runs. The area is heavily saturated with home television sets and is regarded by Sindlinger as a representative cross-section of the nation.

Disguised Fact

The survey, Morgan said, was conducted in a manner which disguised the fact that information concerning specifically the popularity of newsreels was sought. The questions concerning newsreels were "sandwiched" among many other questions relating to amusement habits in general. The researchers, upon completion of their querying, "weeded out" the newsreel answers and devoted their analysis exclusively to them.

Morgan said another aspect of the survey relating to exhibitor attitudes toward newsreels in the light of TV newscasts has proved heartening. It showed, he said, that exhibitor "hysteria," directed toward eliminating newsreels from programs because of TV had vanished.

Skouras to Coast

(Continued from page 1)

Fox's own three-dimensional process. The Coast agenda also calls for product conferences, it was stated.

Expect to Drop SWG Suit vs. MPA Soon

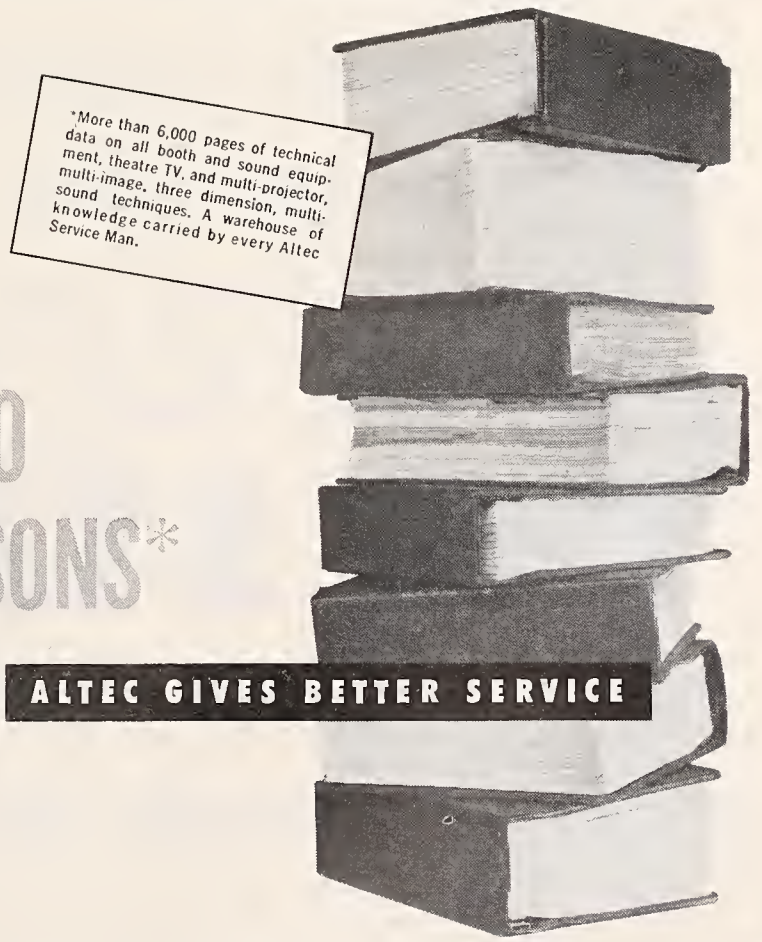
HOLLYWOOD, Jan. 28.—Although the Screen Writers Guild meeting last night lacked the quorum necessary to finalize action on the proposed dropping of the Thurman Arnold "blacklist" case against the Motion Picture Association of America, the executive committee expects a mail referendum to support its position that the suit should be dropped in view of Eric Johnston's assurance that major companies never intended to act in concert with respect to denying employment to any individual and do not so intend now.

The MPAA head's letter to SWG executives was written following a meeting with SWG president Richard Breen and Leonard Spigelgass on Sunday and clarified the meaning of the Johnston speech made in 1947 which later became known as the "Waldorf policy statement."

Invitation Premiere Of 'Above' Tonight

M-G-M's "Above and Beyond" will have an invitational premiere tonight at Brandt's Mayfair Theatre here, highlighted by a parade featuring Air Force personnel and with ceremonies covered by TV, radio and newsreel.

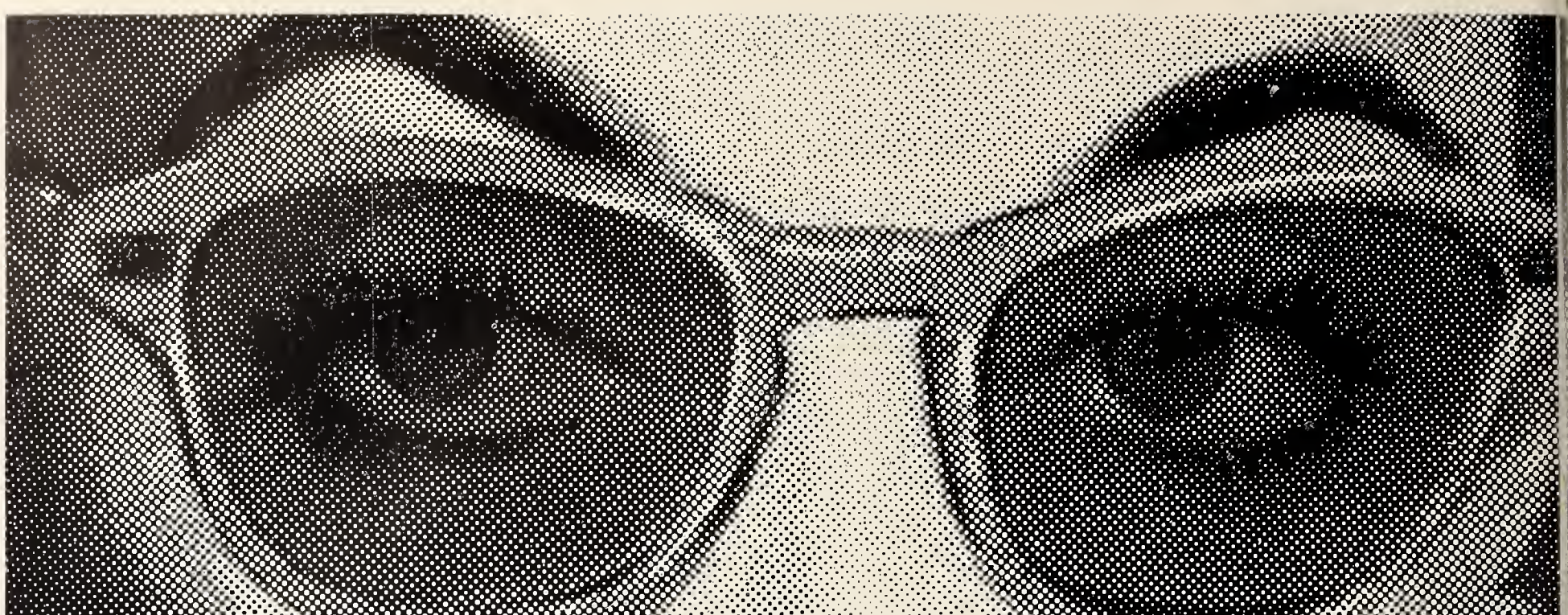
Preceding the showing of the film, Eleanor Parker, who co-stars with Robert Taylor in the picture, will receive a citation commending her performance from the National Ladies Auxiliary of the Air Force Association.



SERVICE CAN'T BE JUDGED ON COST ALONE. Cheap service can be expensive through unnecessary replacements and failures caused by lack of knowledge. Every Altec Service Man is kept up-to-date on the best method for servicing every piece of booth and sound equipment. His know-how and the technical assistance at his fingertips are your most economical operating insurance. For trouble-free operation have Altec install, service and repair your booth and sound equipment.

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When a star like

BETTE DAVIS

takes you behind the scenes to show what happens when a top glamour gal falls, you've got a novelty that can't miss! That's why Bette, in

THE STAR

is a smash at the RIVOLI, N. Y. and in its 6th week in Los Angeles!

Bert E. Friedlob presents **BETTE DAVIS** in **"THE STAR"** co-starring STERLING HAYDEN · Produced by BERT E. FRIEDLOB · Directed by STUART HEISLER · Original Story and Screenplay by KATHERINE ALBERT and DALE EUNSON · A Bert E. Friedlob Production · Released by 20th Century-Fox



BACK BROTHERHOOD WEEK'S SILVER ANNIVERSARY Feb. 15-22 1953

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 21 NEW YORK, U.S.A., FRIDAY, JANUARY 30, 1953 TEN CENTS

Utah House Defeats Sun. Closing Law

Bill in Senate Would Hit Every Theatre There

SALT LAKE CITY, Jan. 29.—Utah legislators have refused to go along with a Sunday closing law which would have forced all theatres and other places of recreation in the state to close on Sundays.

A law which would ban the sale of groceries, beer and all excepting fresh milk and medicines on Sundays has been introduced in both Houses of the Legislature. One lawmaker proposed that rather than discriminate against one type of business all businesses, including all recreation, be closed on Sundays. He proposed an amendment to the original bill to that effect, but the amendment was defeated in the House.

The Sunday closing bill, specifically excepting recreation from its provisions, then passed the House. A

(Continued on page 3)

N. Y. Communion Breakfast Sunday

Rev. Edwin B. Broderick, Clare Booth Luce, Irene Dunne and Joe E. Brown will be the speakers at the third annual film industry Communion Breakfast Sunday at the Waldorf Astoria here. The breakfast will follow 9 o'clock Mass at St. Patrick's Cathedral, to be celebrated by Bishop Joseph F. Flannelly.

Guests on the dais in addition to the speakers will include MacDonald

(Continued on page 3)

Embargo Film in Canadian Ry. Strike

Ottawa, Jan. 29.—Threatened by a possible strike, Canadian railways have placed an embargo on acceptance of express shipments of motion picture films which may be unable to reach their destination before the strike deadline, now set for noon Sunday.

Estimate 300 Houses To Be Equipped for '3-D' by Spring

It is estimated that 300 U. S. theatres will be equipped for the showing of three dimensional pictures by early spring, but some trade observers believe that a "bottleneck" in the production of Polaroid glasses may retard the openings in some areas. The demand is said to be exceeding the supply.

Some confusion appears to exist over the glasses that are necessary for the viewing of the "3-D" pictures. Natural Vision, under whose process "Bwana Devil" was made, has

(Continued on page 3)

'3-D' Bandwagon on Coast Rolling Along

HOLLYWOOD, Jan. 29.—Convincing evidence that Hollywood figures three-dimension is here to stay rolled up today as three major studios already on the "3-D" bandwagon began preparing second pictures in the new medium.

Paramount, already represented by Pine-Thomas' "Sangaree" in three-

(Continued on page 3)

State Gets $400,000 From 1952 Film Tax

Albany, N. Y., Jan. 29.—Gov. Thomas E. Dewey, in his annual budget message to the Legislature today, estimated that revenue from the motion picture tax would reach $400,000 for the current fiscal year, based on collections of $347,000 in the first 10 months. "For 1953-54, the same amount is forecast," the Governor wrote.

He pointed out that the yield from the licensing tax "on films registered for exhibition in the state" has ranged between $350,000 and $475,000 in recent years.

Seek 3-Year Delay On Met. Playhouses

A three-year extension for the disposition of RKO Theatres' stock interest in Metropolitan Playhouses, Inc., was requested here yesterday by George Alger, trustee of the stock, in his report to the New York Statutory Court.

The report cited the difficulties in

(Continued on page 3)

First '53 Censor Repeal Bill Is Introduced in Kansas

TOPEKA, Jan. 29.—First of a number of bills calling for the repeal of state censorship statutes which the motion picture industry indicated would be filed during the 1953 sessions of state legislatures, has been introduced here.

The measure, sponsored by Rep. Milo Sutton of Emporia, would abolish the Kansas state censor board by May 1 by transferring its funds to the state general fund, and its equipment to the state reformatory.

The Motion Picture Association of America indicated last year that it would carry its effort to eliminate film censorship into the state legislatures this year with the introduction of bills to repeal existing statutes or otherwise invalidate the state bodies.

Such measures, it was said, would be introduced in this state, Ohio, Maryland, Massachusetts, Virginia, Pennsylvania and perhaps elsewhere.

NPA Docket Clear Of Building Bids

WASHINGTON, Jan. 29.—National Production Authority officials said that apparently all would-be theatre builders are being taken care of under the new self-authorization procedure and that there are no cases pending asking for larger amounts of materials.

On Jan. 1, NPA's theatre building ban ended, and builders were given

(Continued on page 3)

'U' Net Profit In 1952 Up to $2,307,701

Earnings $40,000 Over '51; Equal to $2.15

Consolidated net earnings of Universal Pictures for the fiscal year ended Nov. 1, 1952, amounted to $2,307,701 after provision of $4,290,000 for federal income and excess profits taxes and $500,000 for contingent liabilities. This compares with a net of $2,267,784 for the preceding fiscal year of 53 weeks, after tax provisions of $3,125,000 and $500,000 for contingent liabilities, representing an increase in net earnings of $39,917 in 1952 over 1951.

After deducting dividends on the preferred stock, the 1952 net was equivalent to $2.15 per share on 961,698 shares of common stock, compared with $2.10 per share on the 960,498 common shares outstanding in the 1951 fiscal year.

The company's annual report,

(Continued on page 3)

Four 'U' Officers Get Income Advances

Four top executives of Universal Pictures received remuneration increases ranging from $5,750 to $11,750 in 1952, according to the proxy statement which accompanied the company's financial report to stockholders yesterday.

Vice-president Edward Muhl's an-

(Continued on page 3)

Would Put 25% Tax On Pa. Video Wires

Harrisburg, Jan. 29.—Introduction of a bill proposing a 25 per cent tax on leased wires, including television (such as those operated by television cable firms), was offered in the Pennsylvania legislature this week following Gov. John S. Fine's budget message indicating a need of $157-million in new revenues for the 1953-55 biennium.

5th SMASH WEEK Fox Wilshire, L. A.

UA's MOULIN ROUGE

"NABS ACADEMY SPOTLIGHT!" —L. A. Herald Express

Starring JOSÉ FERRER
Directed by JOHN HUSTON
A ROMULUS Production
Color by TECHNICOLOR

Personal Mention

LEO SAMUELS, Walt Disney Productions sales manager, and CARD WALKER, advertising-exploitation manager, are expected here from the Coast today.

•

N. PETER RATHVON, president of Rathvon Overseas, Ltd., and former head of RKO Pictures, accompanied by MRS. RATHVON, and KAY HARRISON, Technicolor managing director abroad, will sail from here today for Europe on the *S.S. Liberte.*

•

CHARLES LEVY, Walt Disney Productions Eastern publicity director, is scheduled to return to New York today from a two-week business trip in the field.

•

GEORGE WELTNER, president of Paramount-International, will leave here Monday for a tour of South America.

•

MURRAY SILVERSTONE, president of 20th Century-Fox International, will return here over the weekend from Europe.

•

WALTER BRANSON, assistant general sales manager for RKO Radio, has returned to New York from Chicago and the Coast.

•

LOUIS JANNETTY has been elected president of Local 304, IATSE, Waterbury, Conn., for his sixth term.

•

P. T. DANA, Universal Eastern sales manager, will be in New Haven and Boston today from New York.

•

SAM BURGER, Loew's International sales manager, has returned here from a visit to company foreign offices.

•

DAVID LEWIS, in charge of M-G-M's activities in France, is back here from a visit to the Coast.

•

GEORGE SCHAEFER is on the Coast from New York.

•

DAVID E. ROSE, producer, will return here today from London.

Hearst Newspapers Win OMPI Tribute

A tribute to the Hearst newspapers for stimulating motion picture theatre attendance was paid here yesterday by Fred J. Schwartz, chairman of the Organization of the Motion Picture Industry of the City of New York.

The occasion was the reception tendered by OMPI to the 14 winners of the New York *Journal-American* motion picture contest, held at the Stork Club. Schwartz, voicing the appreciation of the metropolitan motion picture industry, singled out the paper's contest as an example of cooperation by a newspaper with the motion picture industry. Jim O'Connor, *Journal-American* drama editor, thanked the industry for its cooperation in making the contest a success.

Sees Shifts Shortly in RKO Radio Ad-Publicity Dep't

A number of changes and shifts in personnel in the advertising and publicity department of RKO Pictures due to the establishment of the new ad-publicity headquarters on the Coast are contemplated shortly, Richard Condon, Eastern director of publicity and exploitation, disclosed here yesterday upon his arrival from the Coast.

Condon, accompanied by Louis Gaudrea, business manager of the advertising, publicity and exploitation departments, spent four days on the Coast conferring with Perry Lieber, newly-designated national publicity and exploitation director. Condon said that RKO Pictures' ad-publicity set-up would parallel that of Universal-International, which also headquarters its top advertising and publicity executives in Hollywood.

Boasberg to Aid Boy Scout Campaign

Charles Boasberg, RKO Radio general sales manager, has accepted the chairmanship of the distribution and producers committee for the 1953 finance campaign of the Greater New York Councils, Boy Scouts of America.

Leon Bamberger, RKO Radio sales promotion manager, will serve as associate chairman. Additional appointments of chairmen for each major company, for independent producers-distributors and for foreign film importers and exporters will be named shortly. A meeting of the committee has been scheduled for Feb. 3 at the Council of Motion Picture Organizations offices here. Spyros Skouras, Jr., general chairman of the amusement division for the campaign, is scheduled to address the meeting.

Governor Thomas E. Dewey is scheduled to address a campaign luncheon at the Hotel Commodore here Feb. 5, the 43d anniversary of the Boy Scout movement in America. The campaign goal this year is $2,000,000.

Rosenblatt Heads N.E. Drive-In Unit

BOSTON, Jan. 29.—The Drive-In Theatre Ass'n. of New England has elected the following officers for 1953: Theodore Rosenblatt, president; Edward Lider, secretary, and Julian Rifkin, treasurer. Directors elected are: James Mahoney, Ned Eisner, James Spear, Henry Gaudet, Donald Sweenie and Ray Canavan.

GEORGE SCHUTZ,
TERRY RAMSAYE,
WILLIAM R. WEAVER,
and the Herald's editorial staff
take a searching look at—

The Facts About 3-D

The result is an up-to-date, comprehensive summary of information on the most significant development in the business of motion pictures since the advent of sound. You will find a practical perspective of the Three-Dimension situation—

in this week's issue of

MOTION PICTURE HERALD

House Unit to Vote On Limitations Bill

Washington, Jan. 29.—Rep. Reed (R., Ill.), chairman of a House judiciary subcommittee which will consider a pending bill to enact a uniform Federal statute of limitations on private anti-trust suits, said the subcommittee would vote on the measure without any further hearings.

Reed pointed out there had been extensive hearings on the bill in the last Congress, including detailed opposing testimony from film distributors and exhibitors. He said the subcommittee is the same now, and therefore he sees no reason for further delaying a vote by additional hearings. The subcommittee must make up its mind on the bill by the end of February.

'Silvery Moon' to Open at Music Hall

"By the Light of the Silvery Moon," Warner production in color by Technicolor, starring Doris Day and Gordon MacRae, has been booked by the Radio City Music Hall. The opening here will be the premiere engagement for the musical.

Canadian Exports Drop

OTTAWA, Jan. 29.—The Canadian government reports exports of films in the first 11 months of 1952 dropped to $521,000, from $585,000 in the same period of 1951.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Lana TURNER • Kirk DOUGLAS
Walter PIDGEON • Dick POWELL
"THE BAD AND THE BEAUTIFUL"
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

WARNER BROS.
THE JAZZ SINGER
Color by TECHNICOLOR
Starring DANNY PEGGY
THOMAS • LEE
in person
CARMEN CAVALLARO
AND HIS ORCHESTRA
TOY AND WING
Extra
LARRY STORCH
PARAMOUNT
Midnight Feature

FILMACK
SPEED! QUALITY! SHOWMANSHIP!
SPECIAL TRAILERS
CAN'T BE BEAT!
630 NINTH AVENUE NEW YORK 36, N.Y.
1327 S. WABASH CHICAGO 5, ILL.

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Breakfast

(*Continued from page* 1)

Carey, Frederick Brisson, Guy Kibbee, Eddie Dowling, Jane Wyatt, Louella Parsons, Kate Cameron and Una O'Connor. Delia Rigal and Andy Raffa of the Metropolitan Opera Company will sing.

Similar Communion Breakfasts will be held the same day for members of the industry in Los Angeles, Toronto, Montreal, and Detroit.

Hollywood Breakfast Sold Out

HOLLYWOOD, Jan. 29.—The second annual community Communion breakfast, at which the principal address will be made by His Eminence James Francis Cardinal McIntyre, has been sold out for days, with not even standing room now available, according to George A. Smith, general chairman. The breakfast, in the Pacific Room of the New Statler Hotel, will follow a 9 o'clock Mass, celebrated by Cardinal McIntyre, at St. Vibian's Cathedral, with His Excellency, Bishop Timothy Manning, delivering the sermon.

Irene Dunne and Loretta Young will speak at the breakfast, with Ann Blyth and Tito Guizar as vocalists, and Jack Haley as master of ceremonies.

'Brotherhood' Meet Held in Milwaukee

MILWAUKEE, Jan. 29.—All of Film Row here plus local exhibitors attended the "Brotherhood" meeting this week at the Fox Varsity Theatre. Lew Elman of RKO Radio, distributor chairman, presided.

Harold Fitzgerald of Wisconsin Amusement Corp. and Al Kvool of Warner Theatres are exhibitor co-chairmen of the effort. Miss Hortense Brunner of Fox Wisconsin is publicity chairman.

K. C. Ready for Drive

KANSAS CITY, Jan. 29.—More than 300 members of the film industry attended the mass-meeting at the Uptown Theatre here preliminary to the "Brotherhood Week" campaign in this area. Senn Lawler, chairman of the campaign promotion committee, presided.

The Rev. J. Allan Watson, one of the speakers, announced that the Council of Churches will provide young people to distribute Brotherhood materials in Kansas City theatres during the week of the campaign. Thomas Baldwin, general chairman for the film industry's campaign here, said that kits for theatres of the area have been sent out and that 200 trailers are being sent to that many theatres.

NTFC Luncheon

The new officers of the National Television Film Council, headed by Arche A. Mayers, president, were introduced to the group's members yesterday at a luncheon meeting at the Warwick Hotel. In addition, there was a panel discussion by TV trade paper editors on "The Future of TV Films."

Use TV for 'Bali'

A heavy two-day television spot campaign over New York's WCBS-TV, purchased by Paramount Pictures, began yesterday on the opening of "Road to Bali" at the Astor.

'U' Net Profit Rises

(*Continued from page* 1)

mailed to stockholders yesterday, disclosed that film rentals and sales for the 1952 fiscal year totalled $64,128,719, as compared with $65,172,580 for the previous fiscal year. The report notes that in this connection operations in the 1952 period covered 52 weeks whereas the fiscal 1951 included 53 weeks. It is further noted that the company is continuing its practice of reflecting in its accounts the operating results of subsidiaries in foreign countries having exchange restrictions only to the extent that net earnings resulting therefrom have been or can be realized in United States dollars, regardless of the period in which such revenue may have accrued.

It is pointed out by president Milton R. Rackmil and board chairman N. J. Blumberg that during the last year the company negotiated a new bank credit agreement providing for periodic principal payments with a fiscal maturity of Sept. 15, 1956. It provided for maximum borrowings in the amount of $6,300,000 of which $5,000,000 is in the form of a revolving credit. As of Jan. 22, 1953, the company had borrowed $3,625,000 under this agreement of which $2,500,000 represents borrowings under the revolving credit.

The report notes that the company, during the past fiscal year, acquired $560,000 principal amount of its 3¾ per cent sinking fund debentures, reducing the amount in the hands of the public on Nov. 1, 1952, to $2,645,000. The company also acquired 660 shares of its preferred stock during the past fiscal year at an average cost of $59.61, reducing the amount outstanding with the public to 56,380 shares at the fiscal year-end.

During the calendar year of 1952, two semi-annual dividends of 50 cents each were paid on the common stock outstanding, making the annual rate $1 per share.

NPA Docket

(*Continued from page* 1)

authority to write their own priorities for up to five tons of steel and 500 pounds of copper.

NPA officials said that on Jan. 1, they had about "six or seven" applications pending for permission to build theatres, and that all of these involved small enough amounts of materials that they could be handled under the new rules by the builders themselves. The builders were so notified, and NPA files cleared. Since then, no new applications have been received, it was added, indicating that builders are finding the self-authorization limits high enough to fill their needs. Builders now would have to come to NPA only if they needed more steel, copper or aluminum than allowed under the self-authorization procedure.

Prolong Para. Meet Through Sunday

The meeting in New York this week of Paramount's division and branch managers has been lengthened to include another day, Sunday. A. W. Schwalberg, president of Paramount Film Distributing Corp., reported following the fourth day's session yesterday.

The additional day, as well as tomorrow, will be devoted to individual meetings of division managers and their respective branch managers with Schwalberg and E. K. (Ted) O'Shea, distribution vice-president.

A principal speaker at today's session will be Russell Holman, Eastern head of production. Schwalberg, O'Shea and Jerry Pickman, vice-president in charge of advertising, publicity and exploitation, also will address the meeting today, as they have done in past days.

500 Luminaries to See 'Rouge' Premiere

Five hundred notables from the fields of politics, entertainment, the press, industry and the arts already have accepted invitations to the premiere of "Moulin Rouge" at the Capitol Theatre here Feb. 10, it was announced yesterday by United Artists, which is releasing the Romulus film.

Four 'U' Officers

(*Continued from page* 1)

nual income was increased from $51,650 to $63,400. Alfred Daff, vice-president and director, received a yearly increase of $11,500, going from $51,500 to $63,000. John J. O'Connor, also a vice-president and director, rose from $45,050 to $50,800, while Leon Goldberg, treasurer, vice-president and director, was increased from $39,750 to $50,000.

The annual stockholders meeting will be held in New York on March 11 to elect 10 directors, and approve the modification of board chairman N. J. Blumberg's contract, details of which were published earlier.

Met. Playhouses

(*Continued from page* 1)

disposing of the Metropolitan Playhouses stock as required by the provisions of the RKO Theatres consent decree. It said the best interests of the parties involved would be served by granting a three-year extension, pointing out the lack of acceptable bids for the 56,488⅘ shares of Class A Metropolitan stock owned by RKO Theatres.

Utah House

(*Continued from page* 1)

similar bill is in the Senate awaiting a public hearing. It also would exempt places of recreation, including theatres.

'Bwana' to Have 2 New York Premieres

"Bwana Devil" will have its Brooklyn premiere at Fabian's Fox Theatre on Feb. 18, coincident with its opening at Loew's State Theatre on Broadway, William J. Heineman, vice-president of United Artists in charge of distribution, disclosed here yesterday.

'3-D' Opens at Telenews

SAN FRANCISCO, Jan. 29.—Sol Lesser's Stereo-Techniques three-dimension process had its Northern California premiere today at the Telenews Theatre in Oakland.

'3-D' Field Weighed By RKO Pictures

RKO Pictures executives here are viewing tests and the equipment of a third dimensional process, it was learned here yesterday, looking toward the possible entrance of RKO Pictures in the third-dimensional field.

Currently, RKO Pictures, Republic and Allied Artists are the only companies which have not announced plans to produce third-dimensional films in 1953. Meanwhile, 20th Century-Fox reportedly is contemplating the filming of two pictures in 1953 in its new wide-screen technique, "Anamorphoscope."

'3-D' Bandwagon

(*Continued from page* 1)

dimension, which is shooting, announced it will produce "Red Garters" as a big-scale musical in color with Rosemary Clooney, Anna Maria Alberghetti and Joanne Gilbert tri-starred. Pat Duggan will produce, from a script by Michael Fessier, using Paramount's newly developed Paravision process. Shooting will start at the earliest possible date.

Warner Brothers, now shooting "House of Wax" in Natural Vision, confirmed yesterday's report that the studio's second three-dimension production has been reduced to script form and that an early start is planned, but declined to state a title.

M-G-M, which recently announced "Arena," a rodeo story, as its first three-dimension picture, to start within a month, selected an untitled Western for its next film in the new medium. Nicholas Nayfack will produce.

All pictures mentioned in the foregoing will require that audiences wear viewers.

Robert L. Lippert announced the completion of a distribution deal with Jack Rieger, New York, for a three-dimensional featurette, "Day in the Country" produced by Rieger, with narration by Joe Besser. Subject runs about 15 minutes, can be projected on standard theatre equipment, and requires the audience to use Anaglyph viewers. Distribution starts in three weeks.

300 '3-D' Houses

(*Continued from page* 1)

the exclusive rights to the glasses made by the Polaroid Corp. of America. Polaroid is a brand name. On the other hand, the Sol Lesser-Raphael Wolff Stereo-Techniques subjects are seen through "polarized" glasses which come from a different source and are not made by the Polaroid Corp.

The glasses used in the showing of Stereo-Technique are permanent pieces and can be used over and over again, with sterilization after each use. The Natural Vision glasses are disposable, having cardboard frames.

One observer said the reason for the impending shortage is that exhibitors under-estimate their needs, believing that 100,000 pairs will be a sufficient order. However, in some instances 100,000 of the disposable glasses are not enough for a two-week engagement.

THE MISSISSIPPI



Mr. Exhibitor

350 pre-release engagements of THE MISSISSIPPI GAMBLER are playing during these two weeks. Among your exhibitor friends there must be some who will have had experience with the picture. Call them on the telephone and get their opinion. Then set the picture in when you can give it all the playing time it deserves!



Universal International

TYRONE POWER · PIPER LAURIE · JULIA ADAMS in

with **JOHN McINTIRE · PAUL CAVANAGH** • Directed by RUDOLPH MATE • Story an

Brotherhood Week's
iiver Anniversary February 15-22

GAMBLER is outgrossing every U-I picture in the 41 year history of this company in more than half of its first 40 engagements; topping THE EGG AND I in 23 out of these 40 situations; topping BEND OF THE RIVER in 33 out of the 40 situations!



BREAKING ALL-TIME OPENING DAY HOUSE RECORDS IN DOZENS OF THEATRES, ALL SIZES OF TOWNS!

THIRD PICTURE IN 2 YEARS TO HOLD OVER AT MAMMOTH 5000-SEAT FOX THEATRE, ST. LOUIS!





The MISSISSIPPI GAMBLER

COLOR BY Technicolor

Screenplay by SETON I. MILLER • Produced by TED RICHMOND • A UNIVERSAL-INTERNATIONAL PICTURE

UNUSUAL-DIFFERENT

THE BOX-OFFICE ANSWER TO THE PUBLIC'S DEMAND FOR OFF-THE-BEATEN-PATH ENTERTAINMENT!

Edward L. Alperson presents

INVADERS FROM MARS

in COLOR

An Edward L. Alperson production • Released by 20th Century-Fox

(Back Brotherhood Week's Silver Anniversary — Feb. 15-22, 1953)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 22 NEW YORK, U.S.A., MONDAY, FEBRUARY 2, 1953 TEN CENTS

FCC Hits Industry's Bid For Theatre TV Channels

Charges 'Apparent Inconsistencies' in Application; Questions Usefulness of Continuing Hearings As Now Constituted

By J. A. OTTEN

WASHINGTON, Feb. 1.—The Federal Communications Commission has accused the motion picture industry of "apparent inconsistencies" in its application for exclusive theatre television frequencies and expressed doubts whether "any useful purpose" would be served by continuing the theatre television hearings" as presently constituted.

The Commission, in an unusual statement issued Friday, listed what it felt were "inconsistencies" in the application of the Motion Picture Association and National Exhibitors Theatre Television Committee, and outlined eight questions which it wants MPAA and NETTC attorneys to answer. On the basis of the answers, the Commission will presumably decide whether to go ahead with the hearings as now set up, whether to change their scope or whether to abandon them entirely.

Most of the Commission's questions dealt with exactly

(Continued on page 2)

All 20th-Fox Production in '3-D' Process

New Cinemascope Device Simple and Inexpensive

Twentieth Century-Fox will convert its entire production output beginning Feb. 16 to a new photographic and sound system known as Cinemascope, it was announced jointly yesterday by Spyros P. Skouras, president, and Darryl F. Zanuck, vice-president in charge of production. Zanuck said that it was Skouras' and his conviction that "next Oct. 1 the motion picture industry will enter a new era as far-reaching as the transfer from silent pictures to sound in 1927."

The Cinemascope is a device which employs a distortion and rectification principle to permit filming in color and projection on a screen two-and-a-half

(Continued on page 2)

Maco Files Counter Suit in Minn. Case

MINNEAPOLIS, Feb. 1.—The Minneapolis Amusement Co. has filed counter-claims totaling $2,790,000 against the plaintiffs in two conspiracy damage suits pending before Federal

(Continued on page 5)

Report Stolkin's Stock Deal Hinges On Feb. Payment

By MURRAY HOROWITZ

A forthcoming payment of $150,000 by the Ralph Stolkin syndicate due to Howard Hughes on Feb. 12 under the amended agreement between the two parties will determine the status of the Hughes-Stolkin RKO Pictures stock deal, it is reported.

A source close to the picture explained that under the amended agreement which allowed Hughes to reassume management control of RKO, the Stolkin group is required to meet

(Continued on page 5)

1,400 at Communion Breakfast Here

More than 1,400 Catholics of the motion picture industry received Communion in a body yesterday morning at St. Patrick's Cathedral. Breakfast in the Grand Ballroom of the Waldorf Astoria followed immediately after the 9 o'clock Mass at the Cathedral.

(Continued on page 2)

Exchange Unions in 15-45% Pay Hike Bid

Local unions representing front and back office employes of the film exchanges in 32 key cities are asking salary increases ranging from 15 to 45 per cent, it was learned here at the weekend. Negotiations got under way last week between union agents and home office representatives in Charlotte, Atlanta, Jacksonville, Omaha and Des Moines.

The meetings were preliminary and no agreements were reached. Arthur Israel of Paramount, who attended the contract parleys in Omaha and Des Moines, said the negotiations were "cordial" but that nothing was re-

(Continued on page 2)

Cite $25-Million Tie-in 'Pan' Drive

A $25,000,000 merchandising and advertising tie-in campaign for Walt Disney's "Peter Pan," released through RKO Pictures, was outlined here at the weekend.

Charles Boasberg, general sales

(Continued on page 4)

Economy Program For MGM Studio

Hollywood, Feb. 1.—Definite economies, including the possibility of a reduction in the number of pictures originally planned for production by MGM this year, will be effected at the studio, it was decided during the visit here of Nicholas M. Schenck, president. Nevertheless, a steady production schedule will be maintained, Dore Schary, studio head, said. Within the next three months 13 important productions will start. Schenck left here for Florida over the weekend.

The studio also announced the signing of Lucille Ball and Desi Arnaz, TV's top attractions, for "The Long, Long Trailer," a domestic comedy with an automobile trailer background.

THEATRES' PLIGHT UNDER TAX TOLD

Rep. Boggs of Louisiana Tells Congress Survival of Many Exhibitors Depends Upon Removal of Levy

WASHINGTON, Feb. 1. — Rep. Hale Boggs of Louisiana, a Democratic member of the House Ways and Means committee, warned Congress that removal of the 20 per cent Federal admission tax "may well be the difference between survival and collapse for many motion picture exhibitors."

Boggs, who has sponsored a bill to exempt motion picture theatres from the tax, said that while many industries are operating under burdensome taxes, "few have suffered to the extent of the motion picture exhibitor." He said that more than 3,200 out of less than 17,000 theatres had been forced to close during the past five years.

While bad management, population shifts, television competition and other factors are responsible in some cases, he declared, "one of the principal reasons for the plight of theatres is the Federal admission tax."

The New Orleans Congressman put in the Congressional Record a long statement outlining "the extent of the hardship" the tax works on theatres. He said the tax leaves the theatre owner only four-fifths of his income with which to meet increased operat-

(Continued on page 5)

Republic Planning Grainger Testimonial

A testimonial dinner to James R. Grainger is being planned by his associates at Republic Pictures, to be held just prior to his departure from the company to become president of RKO Pictures. Grainger is scheduled to take over his new post next Monday and to meet with Howard Hughes in Hollywood a week later.

Grainger completed the last of a series of Republic regional sales meetings in Miami last week and is due back in New York today.

Personal Mention

BEN KALMENSON, Warner Brothers vice-president in charge of distribution, and MORT BLUMENSTOCK, advertising-publicity vice-president, arrived in New York from the Coast over the weekend.

•

HERMAN FINKELSTEIN, general attorney of ASCAP; EDWARD A. SARGOY, former chairman of the American Bar Association's copyright committee, and MORRIS EBENSTEIN of Warner Brothers will be among the 12 copyright specialists who will take part in a new graduate seminar on copyright law during the spring semester at New York University's Law Center.

•

BARNEY BALABAN, Paramount president, and MRS. BALABAN, announce the engagement of their daughter, JUDITH ROSE, to JAY IRA KANTER. An April wedding is planned.

•

G. S. EYSSELL, president of Rockefeller Center, Inc., accompanied by MAXWELL ABRAMOWITZ, New York architect, are in Hollywood from New York for a week's stay.

•

WILLIAM F. RODGERS, M-G-M vice-president and sales consultant, has returned to Florida from home office conferences.

•

ARTHUR KRIM, United Artists president, has arrived in Hollywood from New York.

•

MARTIN QUIGLEY will leave here by plane today for Hollywood for a visit of several weeks.

•

HAZARD REEVES, president of Cinerama, Inc., left here over the weekend for Hollywood.

Breakfast

(*Continued from page* 1)

Similar functions were attended by motion picture people in Los Angeles, Detroit, Toronto, St. John, Halifax and London, Ont.

Rev. Edwin B. Broderick, New York archdiocesan director of radio and television, principal speaker at the New York breakfast, pointed out how Catholics in the amusement industries by being loyal both to their faith and to their employment can be the leavening influence which will improve the whole tenor of modern life. Other speakers were Clare Booth Luce, Irene Dunne, and Joe E. Brown. Martin Quigley was toastmaster. Singers were Delia Rigal, lyric soprano, and Andy Raffa, baritone, both of the Metropolitan Opera Company.

Dais guests included Robert Alda, Kate Cameron, Macdonald Carey, Eddie Dowling, Guy Kibbee, Una O'Connor, Louella Parsons, Jane Wyatt, Msgr. John S. Middleton, who represented Cardinal Spellman, and Msgr. Patrick F. Masterson, spiritual director of the Communion Breakfast committee.

FCC Hits Theatre TV Bid

(*Continued from page* 1)

how the industry was proposing to set up the new service, what frequencies they wanted, and what guarantees the industry had that the frequencies would be used. The MPAA and NTTC attorneys were directed to be ready to give their answer to the Commission's questions when other witnesses finish their direct testimony on technical and cost accounting points.

This will probably be either next Monday or Tuesday, Feb. 9 or 10. The hearings will resume tomorrow on schedule, with witnesses from American Telephone and Telegraph Co. slated to testify on technical and cost matters. Witnesses from RCA and other parties will probably consume tomorrow, and then the hearings are slated to recess until the following Monday.

Vincent Welch, attorney for MPAA, said he was confident the industry "can satisfactorily answer the Commission's inquiries." He said he felt there was no danger of the hearings being abandoned or even changed in scope.

"This is a complicated case," Welch said, "and the Commission is trying to be absolutely sure what we're proposing. There have been no inconsistent positions taken yet by the industry. Even if there had been—supposing the producers wanted one thing and the exhibitors another—it's never been contended that all parties in an allocation proceeding have to say the same thing. It's up to the Commission to decide any conflicts."

The Commission's order Friday, to illustrate the charge of "apparent inconsistency," quoted from various documents filed by MPAA and NETTC. It said it appeared that the two organizations at one time suggested that theatre television be on a "special common carrier" basis and at other times on a "private non-common carrier basis." It also appeared, the FCC said, that the industry was asking at some points that theatre TV get exclusive use of frequencies now allocated to common carriers, at other points that it get primary use of these frequencies, and at still other points that it share frequencies allocated to industrial services.

The Commission said these different approaches gave rise to many questions which the industry had not yet answered and did not seem about to answer. "In view of the foregoing questions," the statement said, "the Commission is unable to determine at this time whether the continuation of this proceeding as presently constituted would serve any useful purpose."

Before deciding whether to go ahead with the hearings, the FCC said, it wanted to hear more definitely from the industry on its plans. Counsel for MPAA and NETTC were asked "to address themselves to the apparent inconsistencies in the record, to date as above reflected and to deal particularly with the following questions:

1. Assuming a common carrier, offering only a theatre television service, is eligible to use existing common carrier allocations for such a purpose, why is it not feasible for theatre television to operate on the frequencies already allocated to common carrier services?

2. Why should common carrier frequencies be allocated to a theatre television service on an exclusive or primary use basis, and what justification is there for displacing other present users of those frequencies? What would be the nature of the "special common carrier" to which reference has been made?

3. Why is it deemed feasible to share frequencies in the industrial services but not in the common carrier services?

4. Under what concept would a theatre television service be established as an industrial service? What standards of licensee eligibility (not qualifications of particular applicants) would apply to applicants for licenses in such a service? What limitations, if any, would apply with respect to the persons or customers to whom such a service would be supplied?

5. What evidence will be introduced showing the extent, if any, to which frequencies allocated for a theatre television service will be applied for, by whom such applications would be filed, and when?

6. In addition to the cost evidence so far presented, which relates to the cost of transmission facilities only, what evidence will you introduce to show all the other costs of service, etc., which will make it possible to determine the magnitude of ultimate cost of admission to a theatre patron?

7. What percentage of the time do you estimate programs would be shown by theatre television on a day-by-day basis?

8. Is it proposed that a theatre television service will provide programs of only live events, i.e., of programs that cannot reasonably be placed on film?

Exchange Unions

(*Continued from page* 1)

solved at the initial sessions. Israel was accompanied by Ely Drexler of National Screen Service, Larry Leshansky of Warner Brothers and A. A. Schubart of RKO Radio.

Tom Murray of Universal, chairman of the distributors' exchange operations committee, headed a group to the Southern conferences. He was accompanied by Joseph McMahon of Republic and Michael Rosen of M-G-M. They are due back in New York tomorrow or Wednesday when the next step in the nation-wide negotiations will be decided.

It is expected that the distributors' committee will visit every exchange center for the contract talks. Previously, the International Alliance of Theatrical and Stage Employes negotiated the pacts on a national basis.

20th-Fox '3-D'

(*Continued from page* 1)

times the ordinary size so as to give almost life-like animation to the players, creating the same feeting of audience participation as attendance at a performance by living players on the speaking stage, the statement asserted.

The device, the company said, is simple and inexpensive, simulating third dimension and imparting stereophonic sound while requiring only one standard 35mm. camera in production and one standard projection machine in the booth. No extra manpower is required for projection. In addition, the company claims there is no distortion on the screen from any part of the theatre, making every seat equally favorable to the viewer.

Basis of the system, it was said, is a special camera lens which condenses a distorted, wide-view image on film, and a companion compensating lens on the projector. Installation of curved, wide screens and some possible re-wiring of sound systems to obtain the best stereophonic effects of the device are the only expenditures involved for theatres, apart from the compensating projector lens, the 20th-Fox statement said.

Inventor Is Prof. Chretien

Rights to Cinemascope were acquired by Skouras from its inventor, Prof. Henri Chretien, honorary professor at the Sorbonne and the Paris Optical Institute. It was technically perfected, the company said, by Earl I. Sponable and Sol Halprin, the company's technical director and executive director of photography, respectively.

"The Robe" will be the first 20th-Fox picture to be produced with the device and it will be followed by 10 other top productions in color at rapid intervals. First release will be Oct. 1. Between now and that date, 20th-Fox's backlog of already completed pictures will be released in regular form, so that there will be no interruption of film service during the transition. Equipment will be ready for demonstration to exhibitors in about eight weeks, it was stated.

Will Be Made Available

The device will be made available to all studios, producers and theatres in the U. S. and elsewhere around the world as rapidly as equipment can be manufactured, it was stated.

Decision to switch 20th-Fox production to Cinemascope was made at executive meetings at the studio attended by Skouras, Zanuck, W. C. Michel, executive vice-president; Al Lichtman, distribution head, and other home office eexcutives who witnessed demonstrations there.

Name Barnett 'V-P' Of Cinerama, Inc.

Herbert Barnett, projection and equipment engineer, was named executive vice-president of Cinerama, Inc., the company which holds the license to manufacture equipment for Cinerama Productions Corp., the production-exhibition company.

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"FINE ENTERTAINMENT!... UNUSUAL AND FASCINATING."

—*N. Y. HERALD-TRIBUNE*

GREAT MOVIE MASTERPIECES BY GREAT STORY MASTERS!

Power! Force! Conflict!
Written as they could only be written by
JOSEPH CONRAD and
STEPHEN CRANE!

James Mason



FACE to FACE





Robert Preston

JAMES MASON in JOSEPH CONRAD'S
"THE SECRET SHARER"
with GENE LOCKHART, MICHAEL PATE
Directed by JOHN BRAHM
Screenplay by AENEAS MacKENZIE

•

ROBERT PRESTON
in STEPHEN CRANE'S
"THE BRIDE COMES TO YELLOW SKY"
introducing MARJORIE STEELE
with MINOR WATSON
Directed by BRETAIGNE WINOUST
Screenplay by JAMES AGEE
Released thru RKO Radio Pictures



"Recommended as unusual and fascinating screen fare. It is encouraging to see such fine screen entertainment... simple yet so well done."
— N. Y. HERALD-TRIBUNE

("The Bride Comes to Yellow Sky")
"A gem of its kind... Barbed pungency... suggesting a Rabelaisian 'High Noon'!"
— N. Y. TIMES

"A highly entertaining picture that boasts excellent handling on every count!"
— N. Y. JOURNAL-AMERICAN

"A thoroughly satisfactory picture! Unusual venture!"
— N. Y. WORLD-TELEGRAM & SUN

"Engrossing film. Unusual and fascinating!"
— N. Y. MIRROR MAGAZINE

("The Secret Sharer")
"James Mason gives an impressive performance... The brooding mood of the film is well sustained."
— N. Y. DAILY NEWS

ONE OF THE NEWSPAPER ADS FROM THE CURRENT, SUCCESSFUL NEW YORK ENGAGEMENT.

Distributed by
RKO RADIO PICTURES

Back BROTHERHOOD WEEK, Feb. 15-22

Seeks 25% Hike for Railway Express

Washington, Feb. 1. — The Railway Express Agency has asked the Interstate Commerce Commission to approve another boost in express rates, averaging about 25 percent.

Heavy Star-building Plans Set by Para.

Paramount has launched a star-building program "that exceeds any undertaking of its kind in the company's history," Russell Holman, Eastern production manager, disclosed at the Paramount division and branch managers sales meeting which ended here yesterday after a full week of sessions.

Paramount president Barney Balaban and distribution head A. W. Schwalberg expressed their approval of the program.

New film personalities "on whose development as big boxoffice names Paramount will concentrate" were named by Holman as: Rosemary Clooney, Audrey Hepburn, Pat Crowley, Joanne Gilbert, Joan Taylor, Brian Keith, Yul Brynner, Gene Barry, Audrey Dalton, Joan Elan, Dorothy Bromiley, Tom Morton, Mylee Haulani, and others.

Rose Tees Off First Of Program in April

David E. Rose will start the first picture of his 1953 program in April, the independent producer said here upon his arrival from London at the weekend. Titled "African Rifles," the feature will be shot on location in Kenya.

Rose, whose "Sea Devils" will be released by RKO Radio, will discuss distribution of the three pictures on this year's slate during his current visit. He expects to get under way with "Lawrence of Arabia" in the fall, when he will send a company to the Middle East. The third picture, as yet untitled, will be produced in England and France by Raoul Walsh. Rose leaves tomorrow for conferences with Walsh in Hollywood.

Lubin, Roxy Builder, Dies on the Coast

HOLLYWOOD, Feb. 1. — Herbert Lubin, a pioneer in the film industry who, as president of the Associated Pictures Corp., built the Roxy Theatre in New York in 1926, died here on Thursday at Cedars of Lebanon Hospital at the age of 66.

Associated with the Metro organization in 1916 and later with First National Pictures, he retired from the industry in 1927 after selling the Roxy to Fox Theatres Corp. He is survived by the widow and four sons.

Robert Ellsworth, 58

Robert J. Ellsworth, 58, M-G-M salesman in the New York exchange, died Friday at Physicians Hospital in Jackson Heights, L. I. He contracted pneumonia after undergoing a reducing diet. Ellsworth had been with M-G-M since 1919 when he became a booker. He is survived by his widow, a son and two daughters.

Television--Radio

with Pinky Herman

WALT FRAMER PRODUCTIONS are setting up plans to produce several Filmed TV series, including "The Best of Morgan," starring Henry Morgan in a series of 15 minute programs and another series starring the zaniest novelty band in the country, The Korn Kobblers, currently in their fifth repeat booking at Jack Dempsey's on Broadway. . . . Two DuMont programs were named in the recent M. P. DAILY-*Fame* TV Editors' Poll, "Twenty Questions" and "Author Meets The Critic," both of which are directed by Harry Coyle. *Sotto voce* to H. C.: this reporter's personal H. C. (heartiest congratulations). . . . Some lucky music pub. is going to grab himself a Hit Parade contender in "My Love and I," penned by Clay Warnick and Mel Pahl on Max Liebman's "Your Show of Shows" staff. . . . Ralph Paul, whose smooth announcing is featured on "Strike It Rich" and "The Aldrich Family," flying to Haiti for some swimming and fishing. . . . BMI has made a deal with United Artists and will give a Number One plug to "Where Is Your Heart," featured in U. A.'s great flicker, "Moulin Rouge," based on the life of the French Artist, Toulouse-Lautrec, portrayed by Jose Ferrer.

☆ ☆ ☆

The Hollywood influence, a proven success in the presentation to John Q. Public, of new stars, pictures, theatres and special events, via the glamorous, colorful and well-attended "world premieres," had been adopted and utilized with equal success by the television industry. For examples we cite the opening of Mutual's TV Centre last year and also the recent festivities during the opening of the new TV City CBStudios in Hollywood. The first large industrial firm to emulate this "world premiere technique" is the R. J. Reynolds Tobacco Co. which next Thursday will televise the opening of its new research center at Winston-Salem, N. C. The event will be described by John Cameron Swayze at 7:45 P.M. on TV for NBCamel Cigarets. A full camera and sound crew will accompany producer Francis McCall of the "Camel News Caravan," and films of the proceedings will be flown to Washington and shown the same night on the NBC news telecast. . . . Last week M. P. DAILY carried lots of info on the results of the FAME Radio Poll and there seemed to be some confusion as to standings of the nets' publicity services. This is to confirm that M.B.S. was voted in third place with A.B.C. in fourth position.



John Swayze

☆ ☆ ☆

Larry Storch, who is currently convulsing the audiences at the New York Paramount, is ready for his own TV show. And insiders are whispering that two nets feel the same way and are bidding for the new comic's talents. . . . The Kevin Kennedys (he's WPIX's ace news reporter and announcer) have welcomed Sir Stork's (printer, careful now, NOT Storch) fifth visit. Wee Colleen's name is Maureen Rita. . . . The Jean Hersholts in town en route to Washington where he'll present his valued at $100,000 *Hans Christian Andersen collection to the Library of Congress. They'll return to Hollywood and "Doctor Christian" series Feb.* 17. . . . *MBSportscaster Harry Wismer now doing* 20 *radio and TV shows a week. . . . Producer Marion Gering of G. L. Enterprises will co-produce a series of filmed TV thrillers, "Theatre of the Doomed," with Dr. Sandro Pallavicini of INCOM, Rome. Films will be made in Italy and France with scripts by Audrey Wisberg and versions will be in English, French and Italian. . . . Composer-organist Elmo Russ reports from Canada that Pyramid Recording star Buddy Costa is headed for early stardom, if his current show-stopping theatre tour in Toronto, Quebec and Montreal is a barometer. . . . Leave 'em with a smile Dep't.: Scripter Alan Sands sez: "No matter how flat your conversation is, a woman likes to have it flatter." . . . "According to the latest magazines in my deutist's waiting room, we are about to win the war—that is, World War 2."*

20th Names Bond

The appointment of Clayton Bond, Jr., as national TV sales representative for 20th Century-Fox was disclosed at the weekend by Lem Jones, short subjects sales manager. He replaces Phil Williams, who resigned to join Ziv Television Productions in Texas.

Extended Run for 'Rouge' in Chicago

Chicago, Feb. 1. — Federal Judge Michael L. Igoe at the weekend granted an extended first run to United Artists' "Moulin Rouge," but made the proviso that it would have to be withheld from release until "Peter Pan" has finished its first Chicago showing, inasmuch as he feels that "there are too many pictures getting extended runs."

Judge Igoe also said today that he will not permit any more than two pictures to play extended first runs in Chicago at any one time. He offered the same terms to Warner Brothers on "The Jazz Singer," but they have not indicated whether they will be satisfied with such an arrangement.

'Pan' Drive

(*Continued from page* 1)

manager, in commenting on the scope of the campaign, pointed to the picture's box-office potential to exhibitors. H. T. Heiser, manager of the character merchandising phase of the campaign, noted that 52 manufacturers comprising 58 per cent of all Disney licencees were making "Peter Pan" merchandise, while an additional 12 to 14 manufacturers were expected to be added before the end of 1953.

Vincent Jefferds, film merchandising manager for Disney, estimated that advertising tie-ins represented a total expenditure of more than $5,000,000 by 12 organizations.

Boasberg, at the trade press luncheon at Toots Shors, said that the picture would be pre-released, opening simultaneously on Feb. 11 at the Roxy here and the State Lake, Chicago. Later in February, the picture would open in Boston, other New England cities, Washington, Cincinnati and Cleveland, he said. Other releases will be held up until March on the East and West Coasts and in Canada, to catch the Easter trade.

AA Negotiating for '3-D' Commitment

HOLLYWOOD, Feb. 1. — The three-dimension bandwagon rolled along steadily at the weekend with the Pine-Thomas production team disclosing that a second film for Paravision will be "Three Sisters from Seattle," with John Payne and Rhonda Fleming starred.

Allied Artists executives are negotiating for a three-dimension equipment commitment, but no subject has been chosen for "3-D" production so far.

$78,000 for 'Bwana' in 1st Week in Chicago

CHICAGO, Feb. 1.—"Bwana Devil" hit a gross of $78,000 at the B and K Chicago in its first week, the best session since the week between Christmas and New Year when the ice show on stage did $87,000. The figure, in the face of unfavorable weather opening day, is very good and B and K execs are looking forward to doing close to $60,000 (considered very good, ordinarily, for a first week) during the coming week.

J.J. Theatres Trust Suit to Trial Today

The $3,075,000 triple damage anti-trust suit brought by J. J. Theatres, Inc. and Luxor Group, Inc., against 20th Century-Fox and Skouras Theatres will go to trial here today in Federal District Court.

The trial date was set Friday by Federal Judge Edward Weinfeld. Damages are claimed from 20th-Fox and Skouras Theatres since March 15, 1941. The complaint alleges failure to get the entire first-run split at the plaintiff's Luxor Theatre in the Bronx. RKO Pictures, Warner Brothers and Universal are named co-conspirators only because they have offered first-run neighborhood bookings to the plaintiff's theatres since February, 1949.

Meanwhile, a counter-claim by Skouras Theatres against the plaintiff, naming Warner Brothers, RKO Pictures, RKO Theatres and Universal also as defendants has been discontinued.

Maco Files

(*Continued from page* 1)

Judge Gunnar Nordbye here. Maco is asking $2,250,000 from the St. Louis Park Theatre and its owners, Harold Field and Harold Kaplan, and $540,000 from the suburban Hollywood Theatre, owned by Charles Rubenstein and Abe Kaplan.

The counter-claims were contained in the answers to the original conspiracy cases filed last November. General denials were filed by the eight major companies which were also named in the suit. Maco charged that the defendants in the counter-claims had monopolized product to the detriment of Minneapolis Amusement.

Theatres' Tax Plight

(*Continued from page* 1)

ing costs, increased maintenance costs, increased payrolls and other increased taxes. With a diminishing attendance, he said, it has become more and more difficult for the exhibitor to meet these rising costs out of the money left after the tax is paid.

Unlike Grocers

Moreover, Boggs said, unlike grocers or clothing stores or other merchants, exhibitors cannot pass increased costs on to their customers beyond a reasonable limit, largely because the tax increases as the price increases. He cited figures of the Bureau of Labor Statistics that theatre admissions increased only 13.6 per cent from 1947 to 1952, while the consumer price index generally rose 48.4 per cent and food prices went up 67.7 per cent.

Boggs presented specific profit and loss figures for theatres in Arkansas, Indiana, Ohio, Alabama, Georgia, New York, and Pennsylvania showing post-war losses due largely to high admission tax collections. He pointed out that Treasury Department figures showed a 14 per cent decline in admission tax receipts from 1947 through 1951 and declared that figures for the first 10 months of 1952 showed a further drop of nine per cent. And, he added, motion picture theatre admission taxes are usually taken as representing 65 per cent to 75 per cent of total general admission tax collections.

The statement pointed out that television competes with theatres but is not taxed. Moreover, Boggs said, the admission tax threatens other small businesses, because "experience has shown that when a theatre closes, other business values in the neighborhood decline." The Congressman also cited unemployment resulting from theatre closing and the effect on firms supplying theatre equipment and other items used in theatres.

"Even-prosperous theatres are menaced by this tax," Boggs concluded. "Studios cannot maintain the quality and number of their productions if their customers, the theatres, continue to close. A drop in quality or the number of new films will inevitably be reflected in the business of existing theatres."

Meanwhile, another Democratic member of the committee, Rep. King of California, also introduced a bill to exempt theatres from the admissions tax.

New Production Company

The organization of a new motion picture production company, C-I Productions Corp., was announced here at the weekend by duMaresq Clavell, president.

Stolkin Deal

(*Continued from page* 1)

the $150,000 payment on Feb. 12 as an indication of its good faith to fulfill its other multi-million dollar financial obligations to Hughes. It was stated that if the Stolkin group meets the $150,000 payment then the original agreement, under which the Stolkin group purchased Hughes' 26 per cent interest in the company for $7,093,040, will remain in force. If the payment is not made, it was reported, the $1,250,000 down-payment made to Hughes last September will be forfeited and the stock, now held in escrow, will be returned to Hughes.

The $150,000 requirement is not an interest payment, but will be applied to interest in the future, it was explained. If the original agreement is continued in force by the payment, a $1,250,000 installment will become due next September, with the balance due the following year, according to this source.

Meanwhile, it was reported here that members of the Stolkin group and Hughes, currently RKO board chairman, are slated to meet on the Coast Feb. 9. Indications are that Stolkin so far has failed to find a buyer for his syndicate's RKO Pictures stock, purchased by them at $7 per share last September.

$6,500 for 'Gambler'

A robust $6,500 was registered for the opening day of "The Mississippi Gambler" at Loew's State Theatre here, it was reported at the weekend. The film opened Thursday.

PARAMOUNT TRADE SHOWS

Friday, February 6, 1953

• • •

BOB HOPE · MICKEY ROONEY
MARILYN MAXWELL
in
"OFF LIMITS"
co-starring
EDDIE MAYEHOFF
with STANLEY CLEMENTS · JACK DEMPSEY
MARVIN MILLER
Produced by HARRY TUGEND
Directed by GEORGE MARSHALL
Story and Screenplay by
HAL KANTER and JACK SHER

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	2:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton St., N. W.	2:30 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street	2 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 Sauth Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue	1:30 P.M.
CINCINNATI	FOX SCREENING ROOM, 1638 Central Parkway	2:30 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street	8:15 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway	2 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue	2:30 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	10:30 A.M.
JACKSONVILLE	FLORIDA THEATRES SCREENING ROOM, Flarida Thea. Bldg.	2 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street	2 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 Sauth Second Street	12:15 NOON
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North Eighth Street	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 Sauth Liberty Street	2:30 P.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Braadway (9th Fl.)	2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue	10:30 A.M.
OMAHA	FOX SCREENING ROOM, 1502 Davenpart Street	1:30 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 North 12th Street	2:30 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Baulevard of Allies	2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 Eost 1st South Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.	2 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.	8 P.M.

"Light housekeeping . . . a necessity"

Obvious to everyone may be the fact that not enough light is getting to the screen; or that the sound system is not functioning properly.
The reasons, however, may be varied—equipment failure, inadequate housekeeping, or a drop in power output.
Aid in this type of trouble-shooting may be obtained from the Eastman Technical Service for Motion Picture Film which Kodak maintains at strategic centers to cooperate with producers, processors, and exchanges and exhibitors.



Address:
Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division	*Midwest Division*	*West Coast Division*
342 Madison Avenue	137 North Wabash Avenue	6706 Santa Monica Blvd.
New York 17, N. Y.	Chicago 2, Illinois	Hollywood 38, California

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 23 NEW YORK, U.S.A., TUESDAY, FEBRUARY 3, 1953 TEN CENTS

A T & T Cost Figures Are Useless: FCC

Transmission System Cost Over $7,000,000

By J. A. OTTEN

WASHINGTON, Feb. 2.—Federal Communications Commission attorneys today called "useless" cost figures on theatre television transmission given in the theatre television hearings by the American Telephone and Telegraph Co.

F. A. Cowan, engineering staff manager of A T and T's long lines division, told the Commission that the company estimated the cost of setting up a Washington to New York theatre television transmission system to be over $7,000,000. The system would supply three simultaneously transmitted programs in

(*Continued on page* 5)

High Court Upholds FTC on Ad Films

WASHINGTON, Feb. 2.—The Supreme Court today upheld a Federal Commission order that barred advertising film producers from making long-term, exclusive screening contracts with theatre owners.

By a seven to two vote, the high court reversed a decision of the Fifth Circuit Court of Appeals that the FTC was wrong when it found that

(*Continued on page* 4)

Legion in D. C. to Picket 'Limelight'

WASHINGTON, Feb. 2.—The District Department of the American Legion and other Washington veterans' groups have announced a decision to picket Charles Chaplins' "Limelight" if it opens here as scheduled. The film is to be shown by Roth Theatres. The veterans said they would not picket the film if Chaplin "cleared himself."

Meanwhile, the *Washington Post*

(*Continued on page* 4)

FCC Decision Gives Contested Denver Channel to Aladdin

WASHINGTON, Feb. 2. — Federal Communications Commission hearing examiner James D. Cunningham today recommended that Aladdin Radio and Television, Inc., rather than Denver Television Co., get FCC authority to build and operate a Denver television station on Channel 7.

Leading stockholders in Aladdin are Frank H. Ricketson, Jr., head of Fox Intermountain Theatres; Harry Huffman, former Fox Intermountain

(*Continued on page* 5)

McCarthy in SIMPP Unlikely: Arnall

Members of the Society of Independent Motion Picture Producers look "with favor" on John McCarthy as an executive to handle foreign distribution problems, but the big question is whether the society can afford to engage the former head of the international division of the Motion Pic-

(*Continued on page* 4)

CIRCUIT TOPPERS HAIL 20TH'S '3-D'

Grainger Reports To RKO Radio Here

James R. Grainger terminated his 15-year tenure at Republic yesterday and reported to the RKO Pictures home office. An RKO Radio announcement stated that Grainger would spend this week in getting acquainted with management and operations in New York and then would go to the Coast for executive conferences on production plans.

Although it is widely anticipated in the industry that Grainger will be named RKO Radio president, the company's announcement yesterday made no mention of his election to that post or to the company's board of directors. Under company bylaws, the president must be a member of the board.

Describe It as Stimulant To Industry; Cohn Issues Call for '3-D' Uniformity

By MURRAY HOROWITZ

Top exhibition leaders here yesterday called 20th Century-Fox's Cinemascope plans "stimulating" and "exciting," as fresh third-dimensional news broke on various fronts.

Leonard Goldenson, president of United Paramount Theatres, Sol Schwartz, president of RKO Theatres, and Richard Dickson, personal representatives of National Theatres' president Charles P. Skouras, welcomed 20th-Fox's announcement that it will convert its entire production output beginning Feb. 16 to the new photographic and sound system. They noted that the process has not as yet been publicly shown, but endorsed

(*Continued on page* 4)

Tax Structure Changes Necessary: Eisenhower

WASHINGTON, Feb. 2.—President Eisenhower told Congress today the Treasury Department was studying the tax structure to find changes which would aid industrial expansion, and especially aid small businesses.

"Many readjustments in existing taxes will be necessary to serve these objectives and also to remove existing inequities," he said. "Clarification and simplification in the tax laws as well as the regulations will be undertaken."

The President, in his state-of-the Union message, said reduction of taxes would be justified "only as we show we can succeed in bringing the budget under control." While the message thus gave budget-balancing priority over tax cuts, it did not do so in such hard and fast terms that tax cuts could not be voted as soon as a start was made toward budget-balancing. There was no indication that the President meant that the budget must actually be in balance before taxes could be reduced. The message said the

(*Continued on page* 4)

Fly Resigns as MPA Theatre TV Counsel

James T. Fly has resigned as attorney for the Motion Picture Association of America in the current theatre TV hearings before the Federal Communications Commission in Washington, it was learned here yesterday.

Fly, who said his resignation was prompted by the pressure of other business, stated that he had notified Eric Johnston, MPAA president, of his intentions last week. The attorney added, however, that he would be available to the MPAA as a consultant.

MGM'sSchenck Calls For '3-D' Uniformity

M-G-M technicians have been working on a system similar to Cinemascope, the three-dimension system announced yesterday by 20th Century-Fox, Nicholas M. Schenck, president of Loew's, Inc., disclosed here upon his return from conferences on the Coast.

To make uniform the future presentation of pictures in theatres throughout the world, it is Loew's intention to join with 20th-Fox in making available one system for production and exhibition, Schenck said.

Condon Resigns RKO Ad-Publicity Post

Richard Condon resigned yesterday as RKO Pictures Eastern director of advertising, publicity and exploitation. His resignation came as Perry Lieber, newly-designated national publicity and exploitation director, arrived here for conferences from the Coast.

Condon joined the company last October as director of advertising,

(*Continued on page* 4)



Personal Mention

CHARLES C. MOSKOWITZ, Loew's vice-president and treasurer, returned here yesterday from the Coast.

•

PAUL RAIBOURN, Paramount vice-president, is in Tampa, Fla., attending a meeting of the National Association of Radio and Television Broadcasters. He is due back here on Monday.

•

ARTHUR CANTON, Eastern press representative for M-G-M, leaves New York tomorrow for Philadelphia and Harrisburg.

•

WILLIAM B. ZOELLNER, M-G-M short subjects and news sales manager, leaves Portland, Ore., today en route to New York.

•

HERB STEINBERG, Paramount home office publicity manager, returns here today from Boston.

•

SID BLUMENSTOCK, Paramount assistant advertising-publicity manager, returns here today from Dallas.

•

JEFF LIVINGSTON, Universal Eastern advertising manager, is in Boston from New York today.

Pillot Promoted at 20th Century-Fox

Announcement of the promotion of Leo Pillot to the post of 20th Century-Fox special events director was announced here yesterday by Edward E. Sullivan, publicity manager.

Pillot, who joined the company 21 months ago, following his nationwide tour handling of the "David and Bathsheba" Goliath, Walter Talun, served initially as wire syndicate representative. Last year he was named assistant exploitation manager.

Legion Puts Italian Film in Class C

This week's National Legion of Decency report places one film, Italian Films Export's "Of Love and Bandits," in Class C (condemned), five films in Class B and four in Class A.

The Class B films are: "Bomba and the Jungle Girl," Allied Artists; "Jeopardy," M-G-M; "Prince of Pirates," Columbia; "The Star," 20th Century-Fox, and "Wide Boy," Realart Pictures.

January Tax Take Down in Chicago

CHICAGO, Feb. 2.—City of Chicago three per cent amusement tax collections on theatre receipts for January (on December receipts) were down roughly one per cent from January of 1952, at $86,448.76 against $87,744.90 last year. Total receipts for 1952, as reflected by tax collections, were $1,043,118.34 against $1,125,119.69 for 1951, a drop of slightly over seven per cent.

All AMPP Officers Are Reelected

Hollywood, Feb. 2.—The Association of Motion Picture Producers today re-elected all officers for another year and seated C. J. Tevlin on the directorate as the RKO Radio representative replacing Ernest Scanlon.

Following the AMPP meeting Central Casting Corp. re-elected all officers.

Senate Group Eyes Films Sent Abroad

WASHINGTON, Feb. 2.—A Senate subcommittee studying the government's Overseas Information program suggested that the subcommittee's future program should include finding out whether the U. S. film industry is reducing the number of films sent abroad which might harm U. S. national interests.

The suggestion was contained in an interim report from a Senate foreign relations subcommittee headed by Sen. Fulbright (D., Ark.). The subcommittee is asking the Senate to extend its life from Jan. 31 to June 30 and to give it another $25,000 to finish its work and submit a final report.

The interim report listed three questions which the subcommittee felt it should study in the future in connection with motion pictures:

"1—Would the official American film program be strengthened by increasing the number of (State Department) films produced abroad?

"2—Is the technical quality of American films as good as should be the case?

"3—Is the motion picture industry in the U. S. doing all it can to reduce to a minimum the number of films shown abroad which might harm the national interests of the U. S.? What means can be devised for improved liaison between government agencies and motion picture companies in order to assure better understanding of the problems of each?"

Only last week the subcommittee released secret hearings which contained testimony from a top State Department official that the U. S. film industry is doing a better and better job in screening the films it sends abroad for material that might harm the national interest.

Talks Recessed on SAG-TV Negotiation

A temporary recess in negotiations for a new Screen Actors Guild pact covering the production of television film commercials has been called following material progress by both sides toward reaching an agreement.

During the recess SAG representatives and Eastern and Western TV producers taking part in the talks will report to their respective memberships. Meanwhile, the SAG strike against TV film commercial producers will continue.

Industrial Leaders Aid Variety Clubs Zukor Jubilee Plans

Leaders in all phases of American life are joining with Variety Clubs International in plans for the celebration of Adolph Zukor's "Golden Jubilee" dinner at the Hotel Waldorf Astoria here on March 4, according to R. J. O'Donnell, international chairman of the national tributes, and Harry Brandt, chairman of the New York dinner committee.

Member of the sponsoring committee named yesterday were:

Hon. Herbert H. Lehman, U. S. Senator from New York; Henry Ford II, president of Ford Motor Company; Gus S. Eyssell, president of Rockefeller Center; John M. Schiff, president of Kuhn Loeb & Co.; Oscar Hammerstein II; William S. Paley, president of CBS; Jules Stein, president of MCA; Walter Hoving, president of Bonwit Teller; Gardner Cowles, publisher of Look; John Hay Whitney, industrialist and financier.

Also, Jack Frye, president of General Aniline & Film; Peter Grimm, president of William A. White & Sons; Saul Schiff, president of A. S. Beck; Capt. Edward Rickenbacker, president of Eastern Airlines; Otto Harbach, president of ASCAP; W. P. Marshall, president of Western Union Telegraph Co.; Frank D. Schroth, publisher of Brooklyn Daily Eagle; William Randolph Hearst, Jr., president of Hearst publications.

Alfred Steele, president of Pepsi-Cola Co.; Cornelius Vanderbilt, Jr., financier and author; A. S. Johnson, president of National Carbon Co.; General Ted Curtis, vice president of Eastman Kodak Co.; Horace C. Flanigan, president of Manufacturers Trust Co.; Conrad Hilton, president of Hilton Hotels; John A. Coleman, attorney; Abe Lastvogel, president of William Morris Agency; Herbert Bayard Swope, industrialist; Joseph F. Cullman, Jr., president of Benson & Hedges; Albert Winger, chairman of the board of Collier-Crowell Publishing Co.; L. Jan Mitchell, chairman of the Fourteenth Street Association; Carol Shanks, president of Prudential Insurance Co. of America

MPAA Studying Industry TV Show

Plans for the Motion Picture Association of America's projected industry institutional television show are being formulated and a draft of a format may be ready for submission to member companies in about two weeks. The MPAA, it was reported here, is seeking to assemble the proper elements of a show that will meet with the approval of MPAA member companies.

Exhibitor reaction to the TV show idea also will be polled. They will be informed that the telecasts will be designed as a business-builder for theatres and not as a form of competition.

Screen Directors' Award to John Ford

HOLLYWOOD, Feb. 2.—John Ford was given the Screen Directors' Guild annual award for directorial excellence for his "Quiet Man" at the second annual awards banquet at the Biltmore Bowl, with 1,000 industry leaders and press members attending. Merian Cooper accepted for Ford, now in Africa, from the preceding winner, George Stevens. The Guild gave a D. W. Griffith award, newly established in memory of that pioneer, to C. B. DeMille.

HST to SIMPP Post? It's News to Arnall

Ellis Arnall, president of the Society of Independent Motion Picture Producers, said here yesterday that he had received a phone call from International News Service asking for comment on a report that Ex-President Harry S. Truman may take an executive post with SIMPP.

"It was news to me," Arnall said.

Transport Tieup Averted in Canada

TORONTO, Feb. 2.—The Canadian film industry was all set for the second country-wide railway strike in nearly three years today when the dispute was settled through intervention of the Dominion government. Developments brought considerable extra work, however, in making arrangements for emergency distribution of films.

When the Canadian Railway Association and the two express companies announced an early embargo on a number of shipments, including films, the Motion Picture Theatres Association of Ontario set up 16 regional depots throughout Ontario for the cooperative handling of prints which were to be rushed by road transports of the Mavety Film Delivery Service.

This plan was organized for all theatres whether or not they were regular customers of the Mavety company. Details were worked out by Arch H. Jolley, executive secretary of the association, with George Altman of Mavety's.

'IA' Board to Meet

A meeting of the general executive board of the IATSE will be held March 2 in Las Vegas, Nevada, at the Last Frontier Hotel. Richard F. Walsh, IA president, has returned here from the Coast.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Lana TURNER • Kirk DOUGLAS
Walter PIDGEON • Dick POWELL
"THE BAD AND THE BEAUTIFUL"
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

WARNER BROS.
THE JAZZ SINGER
Color by TECHNICOLOR
Starring DANNY THOMAS • PEGGY LEE
in person CARMEN CAVALLARO AND HIS ORCHESTRA
TOY AND WING
Extra LARRY STORCH
PARAMOUNT
Midnight Feature

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A CHARLES J. FELDMAN *25th Silver Anniversary Picture* ...

THE GLORY AND THE FURY OF

THE GREAT EVERGLADES INDIAN WARS!

The story of the fighting chief OSCEOLA

COLOR BY TECHNICOLOR

SEMINOLE

Co-Starring

ROCK HUDSON

BARBARA HALE

ANTHONY QUINN · RICHARD CARLSON

with HUGH O'BRIAN · RUSSELL JOHNSON

Universal International

DIRECTED BY BUDD BOETTICHER STORY AND SCREENPLAY BY CHARLES K. PECK, JR. PRODUCED BY HOWARD CHRISTIE A UNIVERSAL-INTERNATIONAL PICTURE

BACK BROTHERHOOD WEEK'S SILVER ANNIVERSARY, FEB. 15-22, 1953

Ad Pacts

(Continued from page 1)

such contracts constituted an "unfair method of competition" and so were in violation of the anti-trust provisions of the Federal Trade Commission Act. Justice Douglas delivered the official court opinion. Justices Frankfurther and Burton dissented, holding that the FTC had not done a good enough job of proving its case against the ad film companies and that the Circuit court should have sent the case back to the Commission for further proceedings.

The Federal Trade Commission originally brought proceedings against four ad film companies—Motion Picture Advertising Service Co., Inc., Reid H. Ray Film Industries, Alexander Film Co., and United Film Ad Service, Inc. With Commissioner Mason dissenting, the Commission then found that these companies had used exclusive screening contracts to limit the outlets for films of competing producers, and so to restrain competition and promote monopoly. It said all exclusive screening contracts of more than one year were to be considered illegal. Contracts of less than a year were legitimate, the Commission said.

The four companies went to court, and the Fifth Circuit court, acting in the case of the Motion Picture Advertising Service Co., ruled against the FTC. The Commission then appealed to the Supreme Court. While the case the court decided today involved only the one company, the decision will undoubtedly be used as a pattern for other advertising film companies. For example, the Commission has been holding off action on another more recent complaint against A. V. Cauger Service, Inc., of Independence, Mo.

Tax Structure

(Continued from page 1)

President would not ask to continue wage, price and salary controls beyond April 30. Congress was told that material and product controls should be ended on schedule, on June 30, "except with respect to defense priorities and scarce and critical items essential for our defense." The National Production Authority's theatre controls are based on this priority-allocation power. It was impossible to tell from the message just how the theatre controls might fit in the Eisenhower plan, and this will have to wait on subsequent messages.

Congress should extend the reciprocal trade agreements and should also revise and simplify U. S. Customs regulations, the President said.

MITCHELL MAY, Jr.
CO., INC.
INSURANCE
•
Specializing
in requirements of the
Motion Picture Industry
75 Maiden Lane, New York
3720 W. 6th St., Los Angeles

Hail 20th-Fox's '3-D'

(Continued from page 1)

20th-Fox's third-dimensional move as a stimulant to the industry.

In the meantime, Harry Cohn, president and head of production of Columbia Pictures Corp., issued a call for a uniform third-dimensional process, warning of the "havoc," particularly in the exhibition field, if standardization is not forthcoming. Loew's president Nicholas Schenck said Loew's would join 20th-Fox in making a uniform system available.

In line with Cohn's plea, exhibition leaders have set a meeting for Thursday here with officials of the Society of Motion Picture and Television Engineers on third-dimensional problems. An SMPTE official disclosed that among those who will attend are Allied officials, headed by president Wilbur Snaper, and representatives of the Motion Picture Association of America.

The fast-breaking developments in the third-dimensional field had repercussions on the New York Stock Exchange yesterday, with trading of many industry shares brisk in a rising market. Twentieth Century-Fox shares rose a point in heavy trading of over 41,900 shares.

Dickson of National Theatres expressed hope that the Roxy here would be the first theatre in the country to feature 20th-Fox's Cinemascope, the wide-screen device which is said to offer a third-dimensional effect similar to Cinerama. Dickson said that NT president Skouras has always welcomed innovations and would not hesitate to make the proper investment for all NT houses if the proper equipment is available and if the circuit is insured of a constant flow of product.

RKO Theatres president Schwartz greeted 20th-Fox's announcement as "very exciting," but said he would have to know more about it before commenting further. Both Schwartz and UPT president Goldenson said they were anxious to see a demonstration of the process, claimed to be simple and inexpensive, requiring only one standard 35 mm. camera in production and one standard projection machine in the booth. It employs a concave screen two-an-a-half times the ordinary size.

As explained in MOTION PICTURE DAILY in mid-January and Monday, the 20th-Fox process employs a special camera and projection lens. The process is the same as "Anamorphoscope," which Spyros P. Skouras, president, described before leaving for the Coast. Skouras is due back here today.

Columbia president Cohn, in his plea for uniformity, said, in part: "The problem of third dimensional depth and width of special screen concerns all producers and exhibitors. There would be havoc in the industry, particularly in the exhibition field, if the several companies came out with varied processes requiring different equipment and theatre screens of different kinds and sizes.

"It seems to me an effort should be made to develop a uniform process and screen so that all productions can be available to all theatres, and I hope that the industry will coordinate its efforts and cooperate to this end," he continued.

Cohn added that Columbia is currently experimenting in the third-dimensional field and at present is producing "Fort Ticonderoga" in third dimension, in addition to planning others. Paramount and M-G-M officials, whose companies have stepped into the third-dimensional field with planned pictures, could not be reached for comment on reported plans to increase the scope of their third-dimensional program.

Allied president Snaper expressed "hearty agreement" with Cohn's plea for third-dimensional uniformity. He declined comment on the 20th-Fox development, explaining that he has not seen the process. The need for uniformity was also underscored by RKO Theatres president Schwartz. Snaper said that the third-dimensional problem was an industry-wide one and must be met on the levels of production, distribution and exhibition.

Triorama to Make Bow At Rialto on Broadway

Triorama, a three-dimensional film process developed by the Bolex Co. under the name of Bolex Stereo, is scheduled to be introduced at the Rialto Theatre on Broadway here in mid-February, it was announced yesterday. The process requires polaroid glasses. Four color subjects are being provided for the initial program.

Condon Resigns

(Continued from page 1)

publicity and exploitation, when the Ralph Stolkin group held the management reins. In January, after Howard Hughes, board chairman, reassumed management control, national advertising, publicity, and exploitation headquarters were transferred to the Coast and Condon's post was taken over by Lieber and Ellison Vinson, national advertising director. Condon remained for a short while as Eastern director before his resignation. Kay Norton, at present, is functioning as Eastern publicity head.

Condon formerly was with 20th Century-Fox and Walt Disney.

Alan Curtis Dies

Alan Curtis, 43, motion picture actor, died here Sunday at St. Clare's Hospital.

Legion in D.C.

(Continued from page 1)

editorially attacked the Legion and RKO Pictures head Howard Hughes for their opposition to showings of the film. The *Post* said such a stand would lead to the type of thought control which now dominates Communist countries, and that the Legion and others should leave it up to individuals to decide whether or not they wanted to see Charlie Chaplin's films.

'3-D' in Columbus

COLUMBUS, O., Feb. 2. — Loew's Broad will be the first local theatre to show third dimensional films. The Broad starting Thursday will show the Tri-Opticon third dimension subjects. RKO Palace is slated to show Natural Vision's "Bwana Devil" starting Feb. 20.

McCarthy

(Continued from page 1)

ture Association of America. This was stated yesterday by Ellis Arnall, president of the SIMPP, who is in New York for conferences with representatives of the society.

Arnall expressed some doubt as to whether the SIMPP could come up with a proposition that would interest McCarthy. He said the matter had been discussed with SIMPP members on the Coast recently and that it would be further explored at a meeting scheduled for tomorrow with the SIMPP's distribution committee in New York. This committee consists of James Mulvey, president of Samuel Goldwyn Productions; George J. Schaefer, sales manager of Stanley Kramer Productions; Leo Samuels, sales manager of Walt Disney; Irving Lesser and Seymour Poe, of Producers Representatives; Ed Peskay, of Popkin Productions, and Frank Davis, vice-president of Selznick Releasing Organization.

McCarthy resigned late last year from the MPAA and is now on vacation in Nassau. Arnall said that other possibilities for the post would be discussed at the meeting tomorrow.

While Arnall indicated that the expense of engaging McCarthy at this time might be prohibitive, he was optimistic over the future financial status of the organization. Members pay dues amounting to ⅜ of one per cent of their gross revenue and he pointed to the business being done by its independent producers as a healthy sign. He singled out Samuel Goldwyn's "Hans Christian Andersen," Walt Disney's "Robin Hood," Stanley Kramer's "High Noon" and Harry Popkin's "The Thief" as being outstanding product in the money-making class. The members, he said, not only pay dues to SIMPP but to the MPAA as well.

"It was very encouraging to me during my recent trip to California to see the banner of independent production flying high despite the numerous problems which the last few years have brought to the industry," Arnall said. "As long as independent producers continue to turn out pictures which the entire industry and the general public applaud and support, I have great confidence in the future of our business and particularly in the opportunities for successful independent motion picture production."

The society now has 36 members, the largest roster in its history. Arnall said he expected more members to join during the current year. It is also probable that the SIMPP will re-open its New York office in 1953.

Clooney Para. Guest

Rosemary Clooney will be guest of honor today at a luncheon given by Paramount and attended by exhibitors and trade press representatives at the Hotel Astor. The luncheon will follow a screening of Miss Clooney's first starring picture, "The Stars Are Singing," at the Bijou Theatre.

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Cost Figures

(*Continued from page* 1)

10 cities. Cowan estimated the annual operating costs of the operation at somewhat less than $82,000,000.

FCC attorneys said the cost figures were "useless" unless they were compared with "other methods of operation" and unless they were broken down to the "ultimate charge to the user."

Cost figures given to the Commission last week by the industry were broken down to a point that showed that in some cases the entire transmission set-up would cost as little as three cents a seat. FCC attorneys said today they would like to see a similar breakdown for the A T and T figures.

Both A T and T and industry spokesmen, however, point out that the two sets of figures—the industry's and A T and T's—are not comparable. Factors which have been included in A T and T's which are not in the industry figures—such as a "protective service" which would take care of anything going wrong along the transmission line. On the other hand, the A T and T figures do not include some items which are presumably accounted for in the industry figure.

Cowan told the FCC that A T and T can meet the technical requirements for theatre television transmission as specified by the industry, including 10 mc bandwidth transmission. He pointed out A T and T's "considerable experience" in the transmission of theatre television programs with "successful results."

Cowan declared that A T and T's TD-2 type radio relay system, which is now used to provide four mc bandwidth television is capable of transmitting a 10 mc bandwidth up to distances of several hundred miles.

The TD-2 system will be able to transmit over long distances, Cowan went on, possibly a distance as long as a cross-country haul.

Cowan contended that the use of A T and T facilities to transmit theatre television programs would permit the development of theatre television networks "earlier than would be otherwise possible." It would also permit "important economies in operations, engineering and the use of frequencies," he said.

Earlier in the day long lines general attorney Ernest D. North told the Commission that A T and T was not opposed to theatre television but has on the contrary, cooperated with the theatre industry to develop facilities and systems "which will meet their needs."

He said that the company did oppose, however, the industry's taking over for theatre television transmission exclusively a portion of the spectrum which is now allocated to common carriers.

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In the THEATRE Equipment World . . .

. . . *with RAY GALLO*

A FREE popcorn sample campaign currently being conducted by Fox Midwest Theatres and Commonwealth Theatres, both of Kansas City, Mo., is being studied by the Popcorn Institute, Chicago, as part of its plan for promoting popcorn sales in theatres. Suggestions from theatre owners as to other ways the Institute can help them sell more popcorn are welcome, according to the Institute's acting chairman, Clark Rhoden. He urges that operators send such ideas to the Popcorn Institute, 332 South Michigan Ave., Chicago 4.

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"The Caldwell Halo Screen," a maskless motion picture screen with which the edges of the projected image are "spilled" off the screen into an illuminated area, is now being distributed by National Theatre Supply. It was developed by the National Theatre Screen Refinishing Company of Buffalo, N. Y. The screen is placed two feet in front of a cyclorama illuminated by filament lamps in troughs attached to the rear of the screen frame. The cyclorama has a large central opening of netted material for sound transmission. Screens are available for picture sizes from 12 to 28 feet in width and are delivered unassembled.

•

A new electrically operated hydraulic door control designed to open standard glass, wood or metal doors instantaneously, has been announced by the Dor-O-Matic Division of Republic Industries, Inc., Chicago. Trade-named the "Invisible Dor-Man," the system opens a door as a person steps on a specially carpeted area leading through the doorway. The system consists mainly of the door control mechanism, which is concealed in the floor and the hydraulic power unit equipped with a General Electric ½-h.p. motor.

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For indoor theatre and drive-in refreshment service the Freez-King Corporation, Chicago, has added to its line a new soft ice cream freezer consisting of two complete freezers within one stand. Called "Model 950," the self-contained unit has two compressors, each operating independently of the other. If desired, a different flavor may be prepared in each freezer. A capacity of seven gallons of refrigerated mix may be stored in the stand. Its dimensions are 36 inches wide, 24 inches deep and 65 inches high.

•

Also for refreshment service is a new fountain drink mixer equipped to prepare five drinks at the same time, marketed by the Prince Castle Sales Division, Inc., Chicago. Called the "Multimixer," the unit has five spindles which operate individually and only when a drink is in place. The spindles and exterior are of satin-finish stainless steel. A drip tray beneath is also of stainless steel, and the base is a hexagon.

Denver TV

(*Continued from page* 1)

city manager; and Theodore R. Gamble, former exhibition leader. Leading stockholders in Denver Television are Denver exhibitor John Wolfberg and actor James Stewart.

The two companies staged a bitter hearing battle for the Channel 7 license. Cunningham's decision, which will become effective in 40 days unless Denver Television appeals to the full commission, was the first since the lifting of the TV freeze on any competitive hearing. So far, all TV grants have been on uncontested applications.

Well Qualified

Cunningham said that the directors and officers of both firms were well qualified, and that the programs laid out by both firms were commendable. However, he noted, commission policy emphasizes three qualifications for TV licenses—local residence, participation in community affairs, and integration of ownership with management. In all these three areas, he found, Aladdin was superior to Denver Television.

He also cited Aladdin's experience in operating AM and FM stations in Denver.

Cunningham dismissed arguments that Denver Television should be ruled out because of Wolfberg's theatre ownership. He said the "meager evidence" that was introduced on the issue of substantial competition between motion picture exhibition and TV broadcasting was "wholly insufficient to support a finding or the adoption of a policy at this time that persons engaged in exhibiting motion picture film . . . are unqualified as television licensees."

The decision also refused to take note of Denver Television's claim that Aladdin was barred by reason of the anti-trust record of Ricketson and others. Cunningham recalled the commission's policy, enunciated in the preliminary Paramount decision, to ignore anti-trust violations which took place in the "relatively distant past" and which were not continued, and declared that "on this basis, Ricketson's character qualifications are not now found adversely affected by reason of his anti-trust violations as shown on the record." Cunningham also found no evidence of anti-trust violations by Huffman or Gamble.

30 Feb. Openings For UA's 'Bwana'

United Artists' tri-dimensional "Bwana Devil" has been set for February openings in 30 key cities, William Heineman, UA vice-president in charge of distribution, announced at the weekend. Four other openings have been slated for March.

"Bwana" opened Friday at the 4,367-seat Metropolitan Theatre in Boston where the first day's gross was approximately $6,200, it was reported.

327-Theatre Opening For 'Golden Condor'

A total of 327 theatres will participate in the mass openings of "Treasure of the Golden Condor." The campaign will be launched starting tomorrow in both the New England and Pacific division areas.

WoolnerSuesMajors On Trust Charges

NEW ORLEANS, Feb. 2.—Drive-in-Movies, Inc. and Bernard Woolner Theatres, Inc. have filed suit in Federal District Court claiming $150,000 damages against major distributing companies charging that they are in violation of Federal anti-trust laws. The suit further alleges that despite demands the defendants have refused to permit the plaintiffs to exhibit pictures on a second-run basis without imposing clearance restrictions in favor of second-run downtown theatres. Defendants are Warner Brothers, Universal, RKO Pictures, 20th Century-Fox, Paramount Pictures and Columbia Pictures of Louisiana.

The suit is brought under the Clayton and the Sherman act. It states that the plaintiffs are both Louisiana corporations and that the majority of stock in both is owned by Bernard Woolner of New Orleans.

Detroit Opening for Cinerama March 23

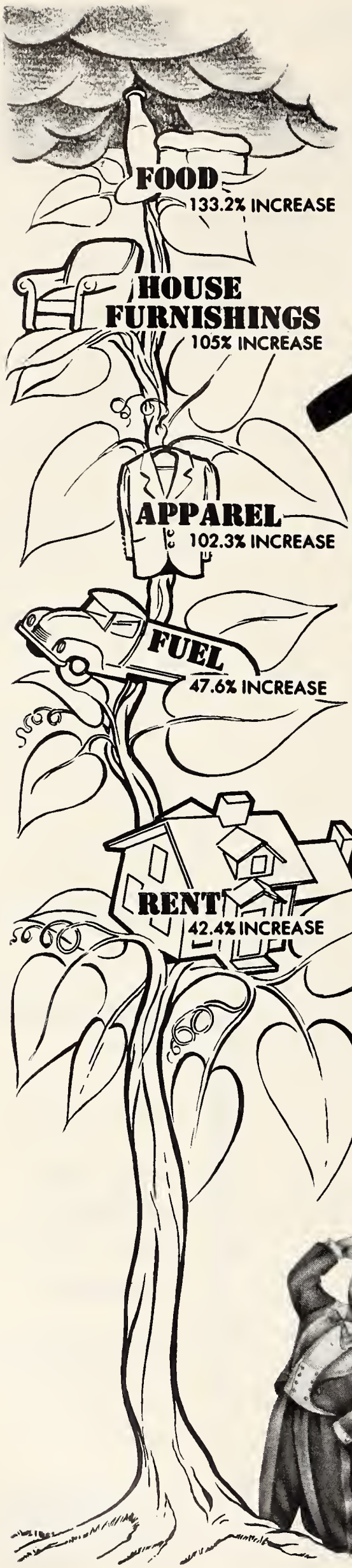
Cinerama's first engagement outside of New York will open at Detroit's Music Hall on March 23, it was announced here yesterday. Conversion of the house for the showing of Cinerama began yesterday under the direction of Joseph Kaufman, head of the company's theatre operations.

The Detroit engagement is expected to be followed by others in St. Louis and San Francisco. Under Cinerama's policy, the company takes over a theatre on a flat rental arrangement, leasing the four walls and installing its own staff. Rentals are reported to be in the neighborhood of $1,000 a week.

IFE Studio Opening

There will be a special cocktail party-press opening of the new Italian Films Export dubbing studios here Thursday afternoon. Dr. Mauro Zambuto, sound expert, will give a brief demonstration of dubbing procedures to be used.


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That's where your "JACK" is going!...Up-Up-UP...on the beanstalk of rising *living costs*...and Up-Up-UP...in the cost of *operating your theatre.* The Bureau of Labor Statistics records an increase of 90.8% in *basic living costs* since 1939 . . . and Exhibitors Digest shows an average increase of 98.9% in the *cost of theatre equipment and supplies* since 1940.

We've been hit the same way, so we know how you feel about it...BUT...just for the record . . . Compare these costs with the negligible increase, IF ANY, you've given NSS during these years of soaring prices . . . and observe the real "break" *your* "JACK" has received from the Prize Baby!

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Accurate Concise and Impartial

VOL. 73. NO. 24 NEW YORK, U. S. A., WEDNESDAY, FEBRUARY 4, 1953 TEN CENTS

First Phase of Theatre TV Hearings Ends

Conclude Testimony on Engineering, Accounting

By J. A. OTTEN

WASHINGTON, Feb. 3.—The first phase of the Federal Communications Commission's theatre television hearings ended today with the completion of direct testimony on engineering and accounting phases.

They are expected to resume next Monday, when Motion Picture Association of America attorney Vincent Welch and National Exhibitors Theatre Television Committee attorney Marcus Cohn will probably answer questions asked last week by the Commission in an effort to clear up what the FCC has called "apparent inconsistencies" in the record.

When Cohn and Welch have supplied the answers to the eight detailed

(Continued on page 5)

SIMPP to Press Detroit Trust Suit

Attorneys for the Society of Independent Motion Picture Producers have filed a motion for a pre-trial conference in connection with SIMPP's anti-trust suit against United Detroit Theatres and Co-operative Theatres of Michigan and the society is confident that the litigation will come to trial this year, Ellis Ar-

(Continued on page 5)

New Bill to Exempt Theatres from Tax

Washington, Feb. 3. — Senator Butler (R., Neb.), a member of the Senate Finance Committee, has introduced legislation to exempt motion picture theatres from the 20 per cent Federal admissions tax.

This was the second Senate bill to propose such an exemption. Another similar bill was introduced in the house by Rep. Davis (D., Ga.). Altogether, 17 bills have now been introduced in the House to repeal or reduce the tax or exempt theatres.

Standardization of '3-D' Systems Is Urged By Oboler

By AL STEEN

Hopes that the film industry would not kill the "golden goose" of tri-dimensional motion pictures by ignoring the necessity of standardization were expressed here yesterday by Arch Oboler, producer of Natural Vision's "Bwana Devil." At the same time, Oboler warned the industry against processes that are not "true three dimension," stressing the danger of developing depth-less media in order to "make a fast dollar."

"The public is smarter than Hollywood," Oboler said at a trade press conference in the United Artists home office. "There is no way to get three dimensional pictures with large curved screens, special lenses or even clever advertising. After the public has seen

(Continued on page 4)

Alperson Reported In Claim on 'Bwana'

A possible legal controversy involving Edward Alperson, Arch Oboler and United Artists over the sale of Oboler's "Bwana Devil" to UA was indicated here yesterday. It was reported that Alperson claims that the three-dimensional picture had been committed to him and that he formally had agreed to perform certain duties in connection with the distribution of the film. Oboler, on the other

(Continued on page 5)

'3-D' UNIFORMITY MEET TOMORROW

Loew's Gets 4 More Months to Divest

Washington, Feb. 3. — The Justice Department has agreed to extend for four months, until June 6, the deadline for Loew's to dispose of one-half the theatres required to be sold under its consent decree. Justice officials said there were 25 theatres in all to be sold, and that so far Loew's has sold 11.

See Grainger's RKO Election Next Week

Formal election of James R. Grainger to the presidency and the board of directors of RKO Pictures is expected early next week by the board on the Coast. As the board now has its full complement of five members, as prescribed by the by-laws, it will be necessary to either increase the directorate to six members or eliminate one director.

Grainger leaves for Hollywood at the weekend for conferences with Howard Hughes and, presumably, to meet with the board. This week he is dividing his time between the RKO Radio home office and winding up his

(Continued on page 5)

Representatives of All Levels of Industry to Confer at SMPTE Offices

By MURRAY HOROWITZ

The first all-industry meeting aimed at effecting the standardization of third-dimensional processes will get underway here tomorrow under the auspices of the Society of Motion Picture and Television Engineers.

The meeting was called on the heels of a plea for uniformity issued by Nicholas M. Schenck, president of Loew's, Inc., and Harry Cohn, president of Columbia Pictures Corp.

Attending tomorrow's meeting, which will get underway at 10:30 A.M. at SMPTE headquarters, will be representatives from Allied States Association, Theatre Owners of America, Independent Theatre Owners Association, Metropolitan Motion Pictures Theatres Association and the Motion Picture Association of Amer-

(Continued on page 4)

To Show 20th-Fox's Cinemascope Feb. 20

The first press demonstration of 20th Century-Fox's Cinemascope, the new wide-screen process said to give a third-dimensional effect, will be held here on Feb. 20 at the company's home office, it was disclosed yesterday.

The setting of a date for a trade and lay press demonstration came as thousands of inquiries on the new process continued to be received at the company's home office and exchanges from exhibitors as to when equipment might be available.

Cinerama Calls New '3-D' Methods 'Hasty Imitations'

Cinerama, which would be vitally affected if the claims made by 20th Century-Fox for its Cinemascope "three-dimension" system are borne out, issued a statement yesterday commenting on recent Hollywood announcements "including the plans of one of the major studios to concentrate on films of this type."

Dudley Roberts, Jr., president of Cinerama Prod. Corp., said:

"Imitation is the sincerest form of flattery. But we are convinced that no hastily thrown together process can possibly even approach the dramatic power of Cinerama, which is the result of fifteen years painstaking work and the expenditure of more than eight and a half million dollars."

"We of Cinerama are delighted that we have precipitated a revolution in the motion picture industry, but we think the public is entitled to know that there is only one Cinerama,"

(Continued on page 4)

Warner Concludes 2 Deals with Korda

HOLLYWOOD, Feb. 3.—Two Warner Brothers deals with Sir Alexander Korda have been concluded, Jack L. Warner, executive producer, announced here.

Under one deal Warners will film "Dial M for Murder," the current Broadway stage hit. Under the terms of the second deal, Warners will release Korda's production of "The Beggar's Opera," which stars Laurence Olivier.

Proof That Popcorn Isn't the Only Draw

Chicago, Feb. 3.—A local industryite, hearing that the Alex Theatre here was giving a Marilyn Monroe calendar to every patron and had exhausted its supply in short order, observed that it proved the truth of the industry saying that "There's nothing wrong with this business that a good picture won't cure."

Personal Mention

ROBERT BENJAMIN, United Artists board chairman, has returned to New York from a vacation in Mexico.

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LARRY LAPIDUS, booker and buyer for Warner Theatre in New Haven and son of JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, announces the birth of a girl, LAURA SUSAN, to MRS. LAPIDUS on Monday in New Haven Hospital.

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RUTH SUROWIEC, advertising manager of the Strand Amusement Co., Bridgeport, Conn., circuit, for the past 10 years, has resigned. Jean Fraunberger succeeds her.

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ARTHUR ISRAEL, assistant to Paramount president BARNEY BALABAN, has returned here from Omaha and Des Moines.

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CHARLES B. MOSS, president of B. S. Moss Corporation, is on the Coast from New York.

•

MARION GERING of G-L Enterprises arrived here yesterday from Paris.

•

WILLIAM D. KELLY, head of M-G-M's print department, has returned here from the Coast.

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WALTER READE, JR., president of Walter Reade Theatres, and MRS. READE have left here for Europe.

IFE Sets TV Film Production Deal

John Nasht, American TV producer, and Thetis Film, Italian motion picture company, have concluded an agreement to co-produce nine 26-minute films in Italy and France for the new television series "Orient Express," it was announced today by Ralph Serpe, head of Italian Films Export's television division. This is the first television film co-production deal completed since IFE inaugurated its new department. Several others are now being negotiated, according to Serpe.

Delivery of the first three films in New York is expected by March 15.

Cin. Rejects Bid For Tax Repeal

CINCINNATI, Feb. 3.—Despite a personal plea before the city council by a group of subsequent run exhibitors headed by Frank W. Huss, Jr., president of the Greater Cincinnati Independent Exhibitors' Ass'n., who sought repeal of the city three per cent admission tax, "because of seriously declining business, which has forced the closing of some 12 houses," the plea was denied, on the ground that the city needed the annual revenue of approximately $240,000, of which around $100,000 is derived from theatres.

Lippert Leases 26 Recent Films to TV

Hollywood, Feb. 3. — Independent television station KTLA has leased 26 features originally released by Lippert Productions in 1951-52 from Lippert's subsidiary, Telepictures. The lease price was reported to have been $80,000 covering unlimited local telecasting for the next two years.

Certain pictures which are still in theatrical distribution will be witheld from television until their theatre liquidation has been completed.

Set More 'Moulin' Pre-Release Dates

Six key city, pre-release engagements of "Moulin Rouge" have been set to follow the New York premiere of the picture at the Capitol Theatre, Feb. 10, United Artists announced.

It will open at the Fox, Phoenix, Feb. 18; the United Artists, San Francisco, and Trans-Lux, Philadelphia, Feb. 19; the Fox, Tucson, Feb. 20; the Miracle, Carib and Miami, Miami, Feb. 24, and the Orpheum, Boston, Feb. 26.

Activities at the New York premiere will be telecast over WJZ-TV, 8 to 8:30 P.M., from the lobby of the Capitol, with Zsa Zsa Gabor as mistress of ceremonies. A campaign of 125 spot announcements on the TV network will precede the premiere.

W. Pa. Allied Backs Arbitration Stand

PITTSBURGH, Feb. 3.—Allied Theatre Owners of Western Pennsylvania at a meeting here last week approved national Allied board action rejecting the arbitration proposals as well as the board's statement deploring Republic's sale of films to TV. The meeting, attended by 100 exhibitors, was presided over by unit board chairman Morris Finkel.

Sherman Fife of Radio Corporation of America gave the meeting a report on the types of equipment and booth changes necessary for the exhibition of three-dimensional pictures.

'U' to Handle Rank Coronation Film

Universal will handle the distribution here of J. Arthur Rank's "A Queen Is Crowned," the color by Technicolor film to be made of the forthcoming coronation of Queen Elizabeth, it was disclosed here by Alfred E. Daff, Universal executive vice-president. It will be distributed as a regular feature release.

Ampa Board Meet Today

The board of directors of the Associated Motion Picture Advertisers, will hold a meeting at the Blue Ribbon Restaurant here at 12:45 P.M., today to discuss plans for spring sessions. Harry K. McWilliams, AMPA president, will preside.

Para.'s Schwalberg Bids Industry to Develop New Stars

A call to the industry to develop new stars with wide popular appeal was issued here yesterday by Alfred W. Schwalberg, president of Paramount Film Distributing Corp.

In a brief introductory address for Rosemary Clooney, who is featured in Paramount's "The Stars Are Singing," Schwalberg told exhibitors present at a Hotel Astor luncheon for Miss Clooney that Paramount welcomes the arrival of new personalities of all companies. Such personalities, he added, are vital to the popularity of films.

He said "The Stars Are Singing" opened in 28 engagements last week and the grosses are excellent. Miss Clooney left for Philadelphia after the luncheon to continue a personal appearance tour.

Green to Profit by 20th Stock Rise

Charles Green, financier who has engaged in many proxy battles, stands to profit by the stock market rise experienced following 20th Century-Fox's Cinemascope third-dimensional announcement, trade quarters pointed out.

Green owns and controls more than 20,000 shares of 20th-Fox common, acquired before the Cinemascope development. His stock ownership was pointed up in the past in conjunction with his probable intentions to challenge the management of Spyros P. Skouras, president, in a forthcoming proxy battle. The company's stock gained two points per share since last Friday. Green is believed to have been buying heavily in preparation for a proxy battle.

Quebec Set for Dual Premiere of 'Confess'

The world premiere of Alfred Hitchcock's "I Confess" has been set by Warner Bros. for the Capitol and Cartier theatres in Quebec, Feb. 12. The premieres will be followed the next day by an opening of the picture at the Palace, Montreal. The film was shot on location in Quebec.

Plans are being made for the appearance of Hollywood personalities, local civic and industry leaders to attend the premiere.

Submit Bids on Awards Sponsorship

HOLLYWOOD, Feb. 3.—The committee appointed by the Academy board to consider offers for television-radio sponsorship of the Academy Awards event March 19, and which has two or three such offers under study, tonight was expected to submit bids to the Academy board of governors within 24 hours. Reportedly, NBC's $100,000 offer for rights has the inside track for acceptance.

'Salome' Set to Open At Rivoli Here

The first date to be set for Columbia's color by Technicolor "Salome" is the Rivoli Theatre here, where it will open in late March or early April. The film, which stars Rita Hayworth and Stewart Granger, and co-stars Charles Laughton, will be given pre-release openings in key cities across the country for Easter, backed by the company's most extensive advertising and promotion campaign.

Harvey Asks MPAA Field Counselors

SAN FRANCISCO, Feb. 3.—The appointment by the Motion Picture Association of America of a "trained man in every exchange city whose job it would be to call upon and visit, as often as possible, every theatre owner and manager in his district," is advocated by exhibitor leader Rotus Harvey.

Harvey suggests that the MPAA set up a committee in which trained men "could intelligently discuss present and future pictures from all companies, confer on theatre operation, public relations and listen to exhibitor 'beefs'."

These men, Harvey asserts, should be sympathetic and helpful and, being a representative of MPAA and not from any one company, would be welcomed by every theatre.

Stars to Denver for 'Spur' Premiere

DENVER, Feb. 3. — The first of M-G-M's Hollywood contingent to arrive here for the "Hollywood in the Rockies" premiere of "The Naked Spur" is Polly Bergen, accompanied by Bobby Tucker of the studio music department. She will be followed on Friday by James Stewart and Vera-Ellen, who will make appearances at the Paramount Theatre. Howard Strickling, studio publicity head, director Anthony Mann and producer William Wright will also arrive Friday.

Norcop 20th's Ass't Exploitation Head

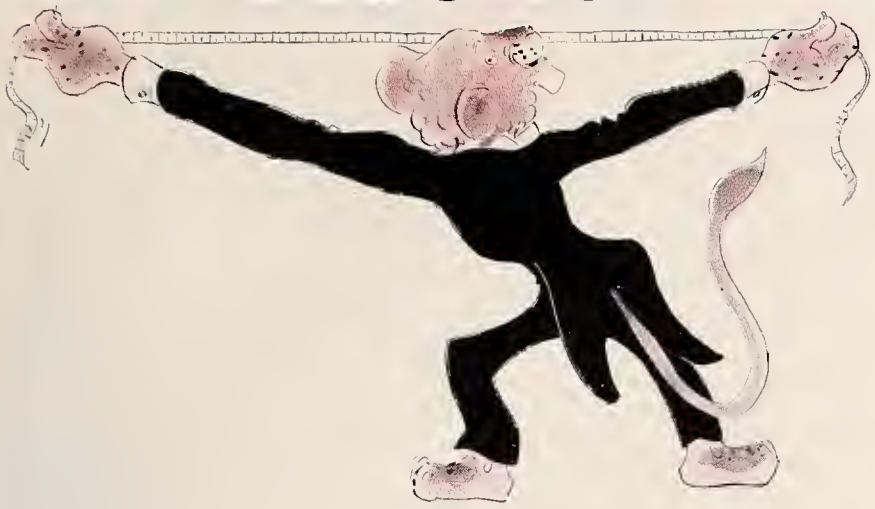
John Norcop has been named assistant exploitation manager of 20th Century-Fox succeeding Leo Pillot, named special events director for the company, exploitation manager Rodney Bush disclosed here yesterday. Norcop, who assumes his new duties immediately, was formerly a member of the Western division exploitation staff.

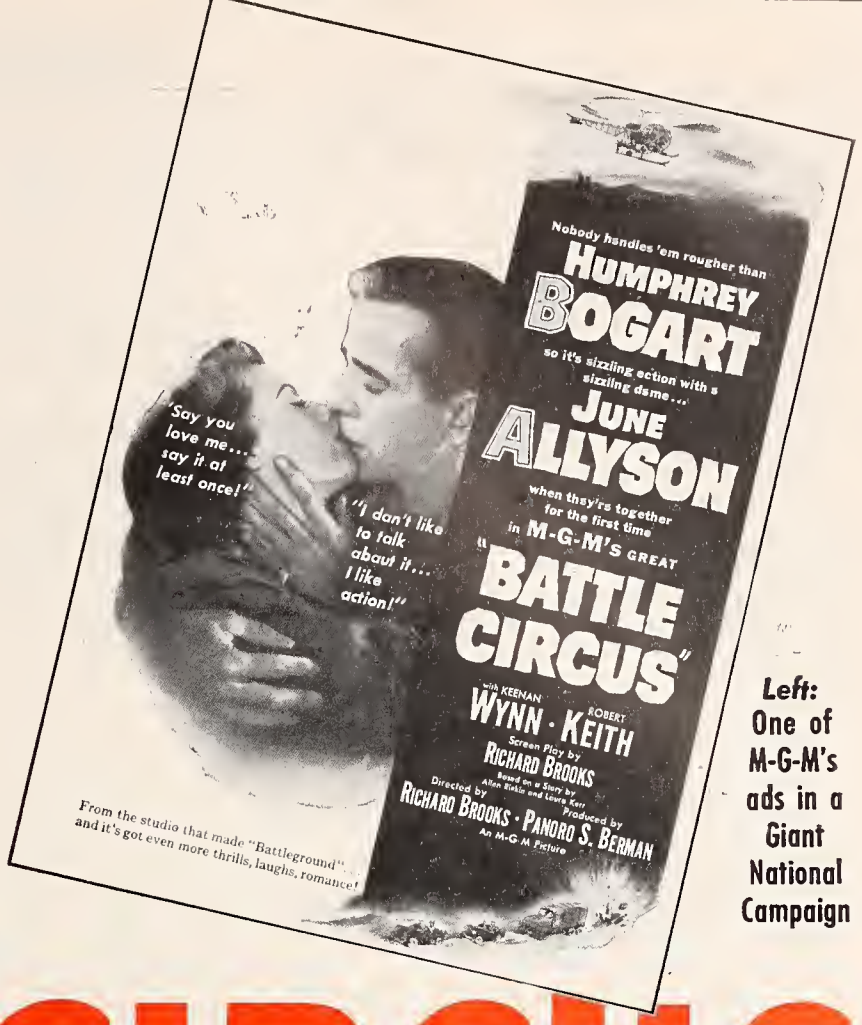
Buys Republic Stock

Douglas T. Yates, a director of Republic Pictures, purchased 250 shares of common stock of the company in December, bringing his direct holdings to 2,360 shares, the Securities and Exchange Commission reported.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

"BATTLEGROUND"





Left: **One of M-G-M's ads in a Giant National Campaign**

"BATTLE CIRCUS"



IT'S EVEN BIGGER

M-G-M presents HUMPHREY BOGART • JUNE ALLYSON in "BATTLE CIRCUS" • with Keenan Wynn • Robert Keith • Screen Play by Richard Brooks • Based on a Story by Allen Rivkin and Laura Kerr • Directed by Richard Brooks • Produced by Pandro S. Berman

★

FLASH! M-G-M's "JEOPARDY" TERRIFIC IN FIRST 25 DATES!

Watch for more news of Barbara Stanwyck thriller. Sure-fire exploitation hit!

(All together for Brotherhood Week's Silver Anniversary Feb. 15-22, 1953)

Uniformity

(*Continued from page* 1)

ica. The Society of Independent Motion Picture Producers may also be represented, if Ellis G. Arnall, president, is available, it was learned.

The SMPTE, which considers the need for standardization in the mushrooming third-dimensional field imperative, will have members of its newly-formed stereoscopic committee at the meeting. An SMPTE spokesman said yesterday its slate of committeemen who will be present tomorrow has not been selected as yet, explaining that many members are out of town. The committee is headed by Jack A. Norling, of the Loucks and Norling Studios.

The tentative agenda, it was learned, calls for a discussion of the various third-dimensional processes now in use, the need for co-ordination on all levels of the industry, production, distribution and exhibition, the importance of standardization and the possibility that SMPTE may act as the liaison group to achieve such standardization.

Loew's president Schenck, in his appeal for uniformity, announced that his company intends to join with 20th Century-Fox in making available one system for production and exhibition. He referred to 20th-Fox's Cinemascope, the wide-screen system said to give a third-dimensional effect. Columbia president Cohn warned of the havoc, especially in exhibition, if standardization is not effected.

The following are slated to attend the SMPTE meet: Wilbur Snaper, Allied president; Harry Brandt, ITOA president; Manny Frisch and D. John Phillips, MMPTA president and executive-director, respectively, and John B. McCullough of MPA.

Equip Four in Buffalo Area for '3-D' Showing

BUFFALO, Feb. 3.—Three dimension equipment is being installed in the State in Ithaca, operated by the Berinstein brothers; the Batavia in Batavia, a Dipson theatre; the Albion in Albion, of which Charlie Martina is the owner, and the Bellevue in Niagara Falls, a Shea circuit house.

Evergreen Circuit Installing '3-D' Screens

SEATTLE, Feb. 3.—William H. Thedford, executive vice-president of Evergreen Theatres, reports that Palorama screens will be installed in many of the company's houses in Washington and Oregon, at a total estimated cost of $100,000. They are intended for use with the new '3-D' systems.

Sees No Big Shift In RKO Publicists

There will be no wholesale lay-offs in RKO Pictures' publicity and exploitation departments, Perry Lieber, national director of publicity and exploitation, said here yesterday.

Lieber, here from his Coast headquarters to coordinate activities in the home office, added that, in all probability, there will be a few changes in personnel. These changes, he said, should be effected today. He expects to return to the Coast on Friday.

Cinerama

(*Continued from page* 1)

Roberts stated.

An executive spokesman for 20th Century-Fox, asked to comment on the Cinerama statement, said: "When a major company such as ours announces that a production schedule of 11 features, aggregating an expenditure of at least $25,000,000, will be made for Cinemascope, you can be sure it is not a hastily thrown together process. Moreover, the inventor has worked on it 25 years."

Answered Cohn

The spokesman also said that 20th-Fox answered Columbia president Harry Cohn's appeal for uniform standards in "3-D" equipment in its original announcement.

"Our announcement said that Cinemascope would be made available to all companies, producers and theatres as rapidly as equipment is available. Columbia will use Cinemascope. So will MGM."

Cinerama stock has weakened in the market since the 20th-Fox announcement of Cinemascope. The unlisted shares were quoted at a fraction over $3 bid yesterday, compared with a price of over $5 last week.

Return Delayed

Spyros Skouras, 20th-Fox president; W. C. Michel, executive vice-president, and Al Lichtman, head of distribution, were delayed by bad flying conditions in their return here yesterday from the Coast, where demonstrations of Cinemascope were given. They were scheduled to arrive here last night.

Earl I. Sponable, technical expert for 20th-Fox, who is credited with contributing development work to Cinemascope, has gone to Paris from Hollywood, presumably on further developments in connection with the new camera and projector lens.



Oboler on '3-D'

(*Continued from page* 1)

the real '3-D' they won't accept a substitute."

Oboler, who has spent the last several years in experimenting with three dimensional pictures, said that the industry must suffer through a certain amount of "labor pains" in order to achieve the real thing. Without a new physical principle, there is no chance, in the immediate future, at least, to achieve true depth in pictures without glasses, he said. There must a lens for each eye; the left eye must be kept from seeing what the right eye is seeing, and vice versa.

"This is the industry's opportunity to pull itself up by the eyeball," Oboler said, adding that the business "had better hurry up because television will have three dimensions in five years." The cost structure of installation will be adjusted, Oboler asserted, pointing out that there is no set amount involved at present in the interlocking of projectors. He said the interlocking expense at the Paramount Downtown Theatre in Los Angeles was only $20 and that he personally had seen an installation completed for a maximum of $25. He admitted that these were "freak" cases, but that the average cost should not be prohibitive.

Exclusive Rights

The distribution of Polaroid glasses, for which Natural Vision has the exclusive rights, also is a problem that eventually will be worked out satisfactorily, Oboler predicted. He said he had been informed that the Boston engagement of another process had resulted in the loss of $4,000 in glasses. He emphasized the need for "good throwaway glasses."

Oboler predicted that within two years, 50 per cent of the pictures made in Hollywood would be made for "3-D" presentation and the conversion would be 100 per cent in five years. The next advancement in "3-D" development will be the projection of the images on a single film strip through one projector, he said. Looking well into the future, perhaps 12 years, Oboler forecast three-dimensional pictures recreated in space electronically, requiring neither screen nor glasses.

The production of "Bwana Devil" was a means of paving the way for other "3-D" producers in overcoming obstacles. The problems encountered by Oboler were met and solved to the benefit of those who will tackle the new medium in the future, he said. Although he has a continuing agreement with Milton Gunsberg, who developed the Natural Vision process, Oboler said that he had no immediate plans for the production of another tri-dimensional picture. He said he would work for a while in doing missionary work in connection with "Bwana Devil" for United Artists and then would do some writing in New England. The money realized from the sale of the picture to UA will not be turned over to him for three years, being held in escrow pending determination of the capital gains angle by the Internal Revenue Department.

Max Youngstein, UA vice-president in charge of advertising-publicity, who attended the interview, said "Bwana" had been booked in more than 300 situations to date.

National Pre-Selling

PHOTOPLAY'S GOLD MEDAL AWARD winners are listed in its March issue. The presentation of the awards will take place at the Beverly Hills Hotel, Beverly Hills, on Feb. 9. The readers of *Photoplay* have voted Susan Hayward as the Most Popular Actress; 20th Century-Fox's "With a Song in My Heart," Most Popular Picture, and Gary Cooper, Most Popular Actor. Special awards are being presented to Marilyn Monroe, Dean Martin and Jerry Lewis and William Goetz.

•

The Feb. 15 issue of *Parade* will have a full-color picture of Dick Powell and June Allyson, his wife. Also in this issue is a story of Dick Powell's career, including his new job as a director. Dick both sold the story and directed "Split Second" for RKO Radio, now ready for release.

•

In the current issue of Redbook "Above and Beyond," "Mississippi Gambler" and "The Stooge" are reviewed by Florence Somers, the magazine's film editor. Also in this issue is a table of contents-page ad on "Jeopardy" starring Barbara Stanwyck.

•

Double-page ads publicizing the premiere of Bette Davis in 20th Century-Fox's "The Star" at the Rivoli Theatre here were placed in the *Journal-American, Post, Times, Herald Tribune* and *Daily Mirror,* all New York papers, by Gimbel Bros. store.

•

Ruth Harbert in the February issue of *Good Housekeeping* tells how a set director working on the "Come Back, Little Sheba" set spent an entire day making a five-room house look slovenly. After he had left the set at the end of the working day, two studio night laborers put the house back in apple pie order. When the set director returned the next morning, he got the shock of his life. His handiwork was ruined. Wearily he went to work to re-create the havoc so painstakingly achieved the day before.

•

Leo Rosten has written a multi-page profile on Bob Hope for the Feb. 24 issue of Look. *Hope has just completed "Here Come the Girls" for Paramount.*

•

The Walt Disney organization has completed a mammoth national tieup on behalf of "Peter Pan" with the Peters Shoe Co., representing 5,000 Weather-Bird shoe dealers throughout the country. The all-cartoon Technicolor feature will be plugged by the shoe company in national magazines and newspapers and on radio and television, with initial ads set to break in the March issues of *Ladies' Home Journal, Woman's Day, Family Circle, Woman's Home Companion* and *Seventeen.* These same publications will repeat the ads in their April and May issues. Half-page four-color newspaper ads are scheduled for March and April in 60 Sunday comic sections.

WALTER HAAS

Theatre TV

(Continued from page 1)

questions on the industry's concept of a theatre television service the FCC will probably decide whether or not to go on with the hearings, and, if so, whether to change their focus.

AT & T Witnesses

At today's session witnesses for the American Telephone and Telegraph Co., Western Union and the American Petroleum Institute declared that a theatre television service need not be confined to the frequencies proposed for it by the industry. During the theatre television hearings held last October the industry proposed three alternate spectrum locations for such a service. Some of the industry-proposed frequencies have already been allocated to common carriers; some to industrial services such as oil companies, A T and T and Western Union declared that they, as common carriers, could provide a theatre television service which would meet the industry specifications for clarity of image.

Another witness today, George L. Beers, Radio Corporation of America engineer, told the Commission that RCA would be able to provide a satisfactory theatre television service in color using an 8 mc channel.

Grainger

(Continued from page 1)

affairs at his former headquarters at Republic, of which he was vice-president and general sales manager.

Review

"Off Limits"

(Paramount)

BOB HOPE is teamed with Mickey Rooney in this zany comedy that has all the tricks of the trade blended into a riotous hour and 30 minutes of slam-bang fun. Rooney is a perfect foil for the flip, brash Hope and it may well be that Paramount has hit upon a combination that will serve as starring material for future vehicles. Rooney, who usually portrays the flip-and-brash roles, plays a more subdued character, that of an Army recruit with aspirations to become a boxing headliner under Hope's tutelage. Reviewed at a New York "sneak" preview, the picture registered solidly with the audience.

When fight manager Hope's boxer, Stanley Clements, wins the lightweight title, Hope's ambition has been realized, but his glory is short-lived because Clements is drafted right after the title bout. In order to keep an eye on his meal-ticket, Hope joins the army, too, only to learn that Clements has been rejected and Hope is a permanent fixture in the Armed Forces. He meets Rooney while going through his physical examination and eventually they become a team of Military Police. This leads to a variety of incidents, culminating in Rooney being pitted against Hope's former protege. Needless to say, Rooney wins the bout under Hope's coaching, even though the ringside coaching is done by remote control as Hope is being pursued by the military law for being A.W.O.L.

That, in a very small nutshell, is the framework of the story. But the story really doesn't matter, as the entertainment ingredients lie in the fast-paced situations and dialogue. The romantic angle is supplied by Marilyn Maxwell, Rooney's aunt, who is opposed to fighting in general and Hope in particular—at least at the beginning, but she finally is won over by the persistent Hope. A good performance is turned in by Eddie Mayehoff, a career corporal, whose strict adherence to Army rules eventually elevates him to the rank of captain.

Hope is at his best and he is ably aided and abetted by Rooney. The picture should be sure-fire box-office. Produced by Harry Tugend and directed by George Marshall, the story and screenplay were written by Hal Kanter and Jack Sher. Others in the cast are Jack Dempsey, himself, who plays the part of a referee; Marvin Miller, John Ridgely, Tom Harmon, Norman Leavitt, Art Aragon, Kim Spalding, Jerry Hausner, Mike Mahoney, Joan Taylor, Carolyn Jones, Mary Murphy.

Running time, 87 minutes. General audience classification. For April release.

AL STEEN

SIMPP Suit

(Continued from page 1)

nall, SIMPP president, said here yesterday.

The suit charges discrimination against independent product produced by SIMPP members and seeks around $15,000,000 in damages. An early pre-trial parley is expected, Arnall said.

Case Strengthened

Arnall said the society's case had been strengthened by the delay in bringing the suit to trial. He pointed out that the defendants had based their defense on the legal doctrine of *pari delictu,* which, in effect, means coming into court without clean hands. This defense, Arnall said, was related to the attempt by the defendants to tie in the plaintiffs with their distributors who were defendants in the case of U. S. vs. Paramount, et al. On the basis of the so-called tie-in, the defendants claimed that the independent producers were saddled with the illegal acts and conspiracies alleged and condemned by the U. S. Supreme Court.

Alperson

(Continued from page 1)

hand, said here yesterday that he had made no commitment to Alperson.

Arthur Krim, president of UA, flew to the Coast last weekend for the purpose, among other things, of meeting with Alperson on the controversy. There also were some reports that Alperson may be included some way in the UA-"Bwana" setup.



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Industry Is in Turmoil on the Future of '3-D'

See Production Slow-Up Until Issue Is Decided

By AL STEEN

The advent of tri-dimensional pictures has created a turmoil within the industry that exceeds, in some observers' opinions, the turbulence that hit Hollywood in 1927 when producers were in the throes of uncertainty as to whether sound pictures were here to stay. A check-up yesterday among leaders in all branches of the industry revealed a distinct division of opinion as to the permanency of "3-D" and panoramic screens.

One leader predicted a definite curtailment in production until the question of two-dimension or three-dimension is settled—not by the industry but by the public, which, it was said, is the final jury. An independent producer, who had planned to put a picture before the cameras this spring, has abandoned the

(*Continued on page 6*)

Appeal Ohio Film Censorship Ban

COLUMBUS, O., Feb. 4.—The constitutionality of film censorship in Ohio was up before the State Supreme Court today following hearings on the decision of the state censor board ban on "M" and "Native Son."

Ephraim London, counsel for Classic Pictures, distributors of "Native Son," argued that the state has no power to censor films, citing the recent U. S. Supreme Court decisions. Similar arguments were advanced by John Harlor and Harry Wright, attorneys representing Superior Films, distributor of "M."

MPEA Gives $6,600 For Dutch Relief

Representatives of the 10 film companies that comprise the Motion Picture Export Association yesterday voted to donate 25,000 guilders (approximately $6,600) to Holland for flood relief.

B'way Critics Hope '3-D' Gets Better; Globe B.O. Is

Broadway and the city's newspaper film critics took their first polaroid gander at the poor-man's third-dimension effect films—Stereo-Techniques' program of five short subjects—which opened at the Globe here on Tuesday, and came away with mixed reactions. Apart from Cinerama, for which no tickets are available till next June, the Globe is the only spot on the Main Stem at the moment where Gothamites can watch images jump off the screen into their laps. "Bwana Devil," however, will be opening at Loew's State and the Brooklyn Fox on Feb. 18.

The critical fraternity's reaction to the Stereo-Techniques' program was not flattering, but, obviously impressed by the stir "3-D" has caused in the industry, the top string reviewers covered the opening at the Globe and gave it published attention comparable to that accorded the most important film openings.

Business? Swell—as it is wherever "3-D" films have opened.

Frank Quinn of the *N. Y. Mirror* probably was the kindest of the re-

(*Continued on page 6*)

2-Day Globe Gross $9,000 for '3-D'

First two days of Stereo-Techniques' engagement at the Globe Theatre here grossed approximately $9,000 for the tri-dimensional subjects, it was reported yesterday by the distributors. Opening day gross Tuesday hit close to $5,000 and it was estimated that the box-office would take in $4,000 by closing time last night.

The opener was reported to have been the largest in 18 months, the previous high for a first day in the house having been $5,200. Average first day's business is said to be $3,200.

Weltner Heads MPA Foreign Managers

George Weltner, president of Paramount-International, yesterday was elected chairman of the foreign managers committee of the Motion Picture Association of America at a meeting here of the Motion Picture Export Association. The post is a new one, although John McCarthy served as chairman *ex-officio* when he headed the MPAA's inter-



George Weltner

(*Continued on page 6*)

Kreisler Heads New Foreign Film Firm

International Film Associates Corp., which was formed in 1948 but which has been dormant since that time, has been activated and will serve as a clearing house in the United States for selected foreign films. B. Bernard Kreisler has been elected president of the company of which IFA-

(*Continued on page 6*)

Slate Cantor for Brandt's RKO Post; Norton, Others Out

David Cantor, former assistant to RKO Pictures' exploitation director, will replace Leon Brandt as exploitation manager, it was learned here yesterday. Merv Hauser, now at RKO's advertising, publicity and exploitation headquarters on the Coast, is slated to replace Kay Norton for an interim period as Eastern publicity director.

Other resignations, in addition to Brandt's and Miss Norton's, disclosed yesterday, were Ruth Cosgrove, radio contact, Betty Folker, fan magazine contact, and Jack Lewis, writer. Cosgrove will be replaced by Walter Wood of the publicity department, it was learned.

The changes in the publicity and exploitation departments came following a series of conferences held here

(*Continued on page 2*)

8 NV Camera Units In Use by March 1

HOLLYWOOD, Feb. 4.—Natural Vision Corp. will have eight three-dimension camera mechanisms completed and in use by March 1, it was revealed here today. It has 19 feature commitments to fulfill in the next six months.

Two completed camera units are now in use, one at Warner Brothers studio and the other at Columbia.

Pre-Fab Booth Is Developed By Cinerama

Cuts Installation Cost Of System Drastically

In an apparent major development in its continuing program of reducing the installation costs of its projection and stereophonic sound system, Cinerama now has pre-fabricated theatre projection booths in production at its Oyster Bay, L. I., plant, it was learned yesterday.

The pre-fabricated booths make it possible to install the Cinerama equipment at a cost several thousand dollars less than formerly, it is claimed.

One example of the saving is believed to be in Detroit, where Cinerama equipment is being installed in the Music Hall Theatre, for a March 23 opening there at a reported cost of $45,000. This compares with estimated installation costs at the Cinerama premiere theatre here, the

(*Continued on page 6*)

SIMPP Plans Budget For Foreign Market

Ways and means of improving the Society of Independent Motion Picture Producers' financial position so that it may expand its activities in the foreign market were discussed here yesterday by the SIMPP's distribution committee in a session with president Ellis Arnall. Arnall will prepare a proposed budget for the pro-

(*Continued on page 2*)

20th Begins Talks On '3-D' Equipment

Negotiations for the manufacture of equipment for Cinemascope, 20th Century-Fox's "third - dimensional" system, are underway, Spyros P. Skouras, president, disclosed here yesterday on his arrival from the Coast.

He declined to elaborate at this time, explaning that it was too early for any detailed exposition of equipment plans. Skouras said that no definite date has been set for the press demonstration of Cinemascope in New York, previously reported to be Feb. 20.

Personal Mention

E. S. GREGG, vice-president and general manager of Westrex Corp., is in Hollywood from New York.

•

MAX GOMEZ, RKO Radio manager in Mexico, has been named executive director of the Variety Clubs International convention which will be held in Mexico City May 18-21.

•

WALTER WILSON, released from Army duty following Korean service, has resumed his post as assistant manager at the Paramount Theatre, New Haven.

•

CHARLES E. KURTZMAN, Loew's Theatres Northeastern division manager, was reelected chairman of the Suffolk County, Mass., chapter of the "March of Dimes" campaign.

•

DAVE LEFF, former manager of the Buffalo and Cleveland offices of United Artists, has become sales representative for Italian Films Export in the former exchange area.

•

CHARLES A. MCKERNAN, manager of UPT's Seneca Theatre, has been installed as president of the South Buffalo Business Men's Association.

•

BELLE SCHIFFRIN, head inspector at the 20th Century-Fox Hartford exchange, has married ROBERT HOFFMAN, formerly with the exchange.

•

WILLIAM DAUGHERTY, manager of the Torrington Drive-in, Conn., has shifted to a similar post at the Avon Cinema, Providence, R. I.

•

IVAN TORS, producer, and actress CONSTANCE DOWLING will be married in Hollywood on March 1.

•

PIPER LAURIE was guest at a luncheon for the Connecticut press in New Haven yesterday.

•

JAMES MASON has arrived here from Hollywood.

•

JOSE FERRER has returned to New York from Paris.

'City' Premiere in Cleveland Today

CLEVELAND, Feb. 4.—"City Beneath the Sea" will premiere at the Palace Theatre here tomorrow with Suzan Ball, one of the stars of the film, Lt. Harry E. Rieseberg, author of the original story, and Frank Westmore, Universal studio make-up expert, making appearances at the theatre. Philip Gerard, Eastern publicity manager for Universal, who left for this city from New York today, will handle the arrangements.

'Sing' at Hall Feb. 12

"Tonight We Sing," 20th Century-Fox's musical in color by Technicolor, will have its premiere at Radio City Music Hall here, Feb. 12.

Calls U.S. Films in Japan Great Democratic Influence

HOLLYWOOD, Feb. 4.—Declaring that American films are the most powerful influence at work in behalf of establishing democratic principles in Japan, Hideo Shiotsugu, president of the Eiga Haikyu Co., Ltd., Tokyo, told Allied Artists president Steve Broidy and other studio executives on his arrival today, "Your films have done a tremendous amount of good in our country. More than anything else, they have pointed the way to our new national life which is based on the concepts of American freedom."

Shiotsugu, who leaves Friday for New York conferences with Norton V. Ritchey, said the Japanese film industry is experiencing steady growth, with five producing companies now producing about 250 pictures annually.

Local 'Brotherhood' Drive Advanced

Plans for "Brotherhood Week" in the New York exchange area moved ahead with the issue of the first of a series of "Exchange of Ideas" bulletins to all circuit heads in the area, Michael Edelstein, exhibitor chairman, reports. Edelstein's assistant, Fred Herkowitz, handles the bulletin.

Also, the various political leaders of the five boroughs have signed the "Brotherhood" honor roll and given contributions.

In another facet of the compaign, all newsreels being shipped from New York this weekend to first run houses will carry the "Brotherhood Week" appeal trailer made by M-G-M.

Coronation Trip Prize in UA Contest

A trip to London for the Coronation of Queen Elizabeth in June is offered as a first prize to the United Artists branch manager or salesman with the best record of sales, bookings and collections on "Royal Journey" in the next four months.

The contest is sponsored by U. A. and the National Film Board of Canada, which produced the picture of Queen Elizabeth's visit to the U. S. and Canada last year. Second prize is a week's vacation at Banff, and third, a wrist watch.

Form Executives' Club

Gus S. Eyssell, president of Rockefeller Center, Inc., and Russell V. Downing, president of Radio City Music Hall, were participants in the organization of the "Harfarbri Club," composed of some of New York's most prominent business and corporate executives. The club grew out of a small informal luncheon group.

U.A. Names Cleve. Mgr.

David Rosenthal, sales veteran, has been appointed Cleveland branch manager for United Artists, B. G. Kranze, general sales manager, announced yesterday. Rosenthal in the past has been associated with National Screen Service, PRC, Columbia, Eagle Lion and 20th-Fox.

SIMPP Budget

(Continued from page 1)

jected operations and will submit it to the committee members who, in turn, will turn it over to the producer members on the Coast for approval.

The objective of the expanded budget will be to engage one or more representatives to serve in the foreign field in the interest of independent producers.

The committee yesterday discussed the three dimension picture situation and informally expressed the opinion that 3-D's potentialities rested with quality entertainment rather than its current attraction as a novelty. The members expressed some enthusiasm for the medium on the grounds that it turned the spotlight again on motion pictures, but they insisted that the determining factor as to whether it was just a "flash in the pan" would be the production of good pictures.

Offers by trading companies to buy frozen pounds in Israel and pesos in Argentina were presented to the committee by Arnall. The representatives will submit the offers to their respective managements.

Attending the meeting, in addition to Arnall, were James Mulvey, Leo Samuels, George Schaefer, Edward Peskay, Seymour Poe, Manny Reiner and Vladimir Lissim.

Slate Cantor

(Continued from page 1)

by the newly-designated national publicity and exploitation director, Perry Lieber. He is due to return to his Coast headquarters tomorrow.

Cantor, the newly-appointed exploitation manager, was assistant to Terry Turner before he resigned his post as exploitation director to be replaced by Brandt in the fall. Brandt was former national director of advertising, publicity and exploitation for Lopert Films. Miss Norton, long associated in the public relations field, joined RKO in the fall.

Settle Bendslev Suit

BOSTON, Feb. 4.—The $2,000,000 anti-trust suit brought by W. Leslie Bendslev, owner and operator of the Community Playhouse in Wellesley, Mass., against the eight majors and several theatre circuits has been settled out of court, according to George S. Ryan, attorney for the plaintiff. The amount of damages obtained was not divulged.

Wilder's 'Phantom' to UA

HOLLYWOOD, Feb. 4.—United Artists has acquired for release "Phantom from Space," science-fiction feature produced and directed by W. Lee Wilder, Arthur Krim, U.A. president, announced.

See Theatre Video Losing Out to Home TV on 'Oscar'

Present indications point to theatre TV losing out in its bid to televise the industry's Academy Awards ceremonies on March 19, as reports from the Coast tell of NBC's $100,000 offer for home television and radio rights having the inside track.

Theatre Network Television, which proposed that the telecast go to theatres, has not received an official reply from the Motion Picture Association of America, but the sentiment of member companies was reported as unfavorable to the project. A number of member company representatives, it was said, questioned the box-office pull, the problem of timing for each zone and whether the ceremonies would make a good show. Three companies, Universal, Warner Brothers and Universal, have withdrawn financial support of the Awards ceremony.

TNT submitted its proposal to MPAA, explaining that it required approval from the companies before the Academy could act on its suggested theatre telecast. TNT stated that Academy clearance was barred by the provisions in talent contracts which forbid their appearance on television. However, if the Academy event is sponsored as indicated from Coast reports, presumably the TV bar would be lifted by certain companies.

Name Committees For Boy Scout Drive

Major company and group chairmen for the 1953 campaign of the Boy Scout Councils of Greater New York have been named by Charles Boasberg and Leon Bamberger of RKO Radio, who are heading the campaign within the industry with Spyros S. Skouras of Skouras Theatres, chairman.

Named to the committee which held its first meeting at COMPO offices here this week were: Allied Artists, John Michelson; Columbia, Henry Kaufman; MGM, Mike Simons; National Screen Service, Burton Robbins; Paramount, Arthur Israel; RKO Radio, Charles Drayton; 20th Century-Fox, Edward L. Sullivan; United Artists, Norman A. Hasselo; Universal, Anthony Petti; Warners, Stuart McDonald; MPAA and COMPO, Taylor Mills; independent distributors, producers and producers' representatives, David Weshner; importers and exporters, Phil Lewis.

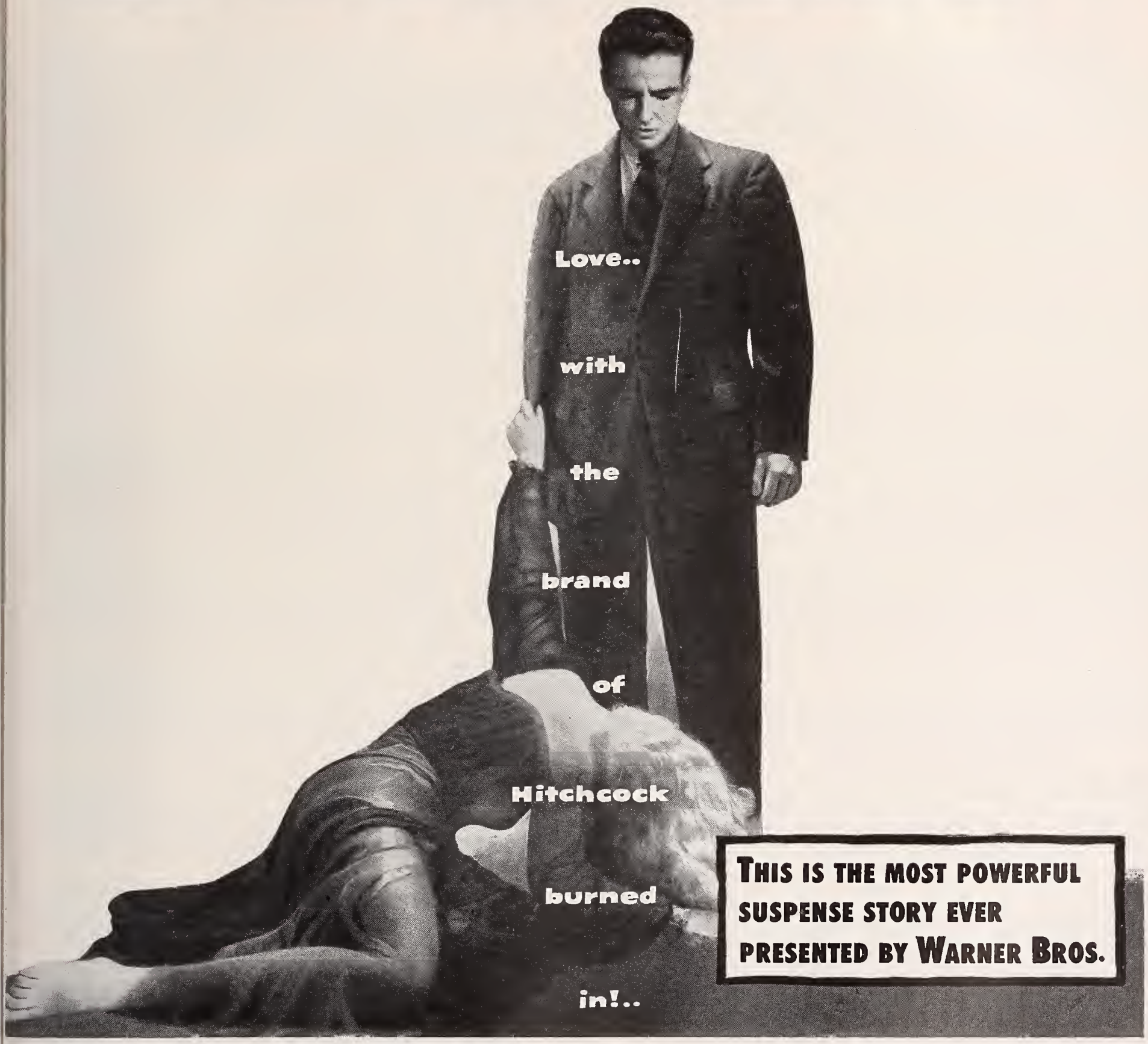
Impellitteri Zukor Fete Honorary Head

Mayor Vincent R. Impellitteri of New York has accepted the honorary chairmanship of the "Adolph Zukor Golden Jubilee Dinner" which will be held March 4, at the Waldorf-Astoria Hotel here, it was announced by Harry Brandt, chairman of the dinner committee, and Robert J. O'Donnell, international chairman of the year-long series of tributes being paid Zukor by Variety Clubs International.

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The Record Proves That Paramount



IN VARIETY'S 20 ALL-TIME TOP GROSSERS PARAMOUNT SCORES TWICE AS MANY HITS AS ITS NEAREST COMPETITOR:

Paramount	6 out of 20
Company B	3 out of 20
Company C	3 out of 20
Company D	3 out of 20
Company E	2 out of 20
Company F	1 out of 20
Company G	1 out of 20
Company H	1 out of 20

For names of companies, titles of pictures and estimated grosses, see page 4, Variety, January 21

Paramount Pictures

IF IT'S A PARAMOUNT PICTURE, IT'S THE BEST GROSS IN TOWN!

unt Makes The Money-Makers

AND FOR THE FIRST 5 MONTHS OF 1953 PARAMOUNT HAS MORE TOP GROSSING PRODUCT THAN ANY COMPANY:

Cecil B. DeMille's **THE GREATEST SHOW ON EARTH** TECHNICOLOR

ROAD TO BALI TECHNICOLOR, BING CROSBY, BOB HOPE, DOROTHY LAMOUR

THUNDER IN THE EAST ALAN LADD, DEBORAH KERR, CHARLES BOYER, CORINNE CALVET

TROPIC ZONE TECHNICOLOR, RONALD REAGAN, RHONDA FLEMING, ESTELITA

Hal Wallis' **THE STOOGE** DEAN MARTIN and JERRY LEWIS

Hal Wallis' **COME BACK, LITTLE SHEBA** BURT LANCASTER, SHIRLEY BOOTH

THE STARS ARE SINGING TECHNICOLOR, ROSEMARY CLOONEY, ANNA MARIA ALBERGHETTI, LAURITZ MELCHIOR

OFF LIMITS BOB HOPE, MICKEY ROONEY, MARILYN MAXWELL, EDDIE MAYEHOFF

THE GIRLS OF PLEASURE ISLAND TECHNICOLOR, DON TAYLOR, NEW GLAMOR-STARS AND 1,500 MARINES

PONY EXPRESS TECHNICOLOR, CHARLTON HESTON, RHONDA FLEMING, FORREST TUCKER, JAN STERLING

THE WAR OF THE WORLDS TECHNICOLOR BASED ON THE NOVEL BY H. G. WELLS

'3-D' Inspires First Newspaper Editorial

The "3-D" stir in the industry, and among the ticket buyers, was reflected on the editorial page of the New York *Herald-Tribune* yesterday, perhaps the first editorial on the subject to appear in a metropolitan newspaper since the current interest developed.

"Now that Cinerama and Cinemascope have made three-dimensional effects possible without the use of glasses," the editorial observed, "it is only a question of installing new equipment in the old theatres and watching the new era come to birth. What wonders may now be expected of a medium which out-engulfs all its predecessors and makes every man a voyager to a brave new world!"

TOA Names Pinanski For '3-D' Meet Today

Sam Pinanski, member of the Theatre Owners of America executive committee, will represent TOA at today's all-industry third-dimensional meeting here, held under the auspices of the Society of Motion Picture and Television Engineers.

The meeting, aimed at effecting standardization of the third-dimensional medium, will be attended by representatives of other exhibitor organizations and the Motion Picture Association of America.

Cinerama

(*Continued from page* 1)

Broadway, which ranged as high as $75,000, and none of which were lower than $50,000.

Cinerama officials, nevertheless, disclaim any immediate ambition to contest the mass theatre market with the goggle and other inexpensive systems. They stick by their original statement that they envision approximately 250 theatres in principal cities only as outlets for their system. Reductions in installation costs which may be realized as advances are made are incidental to such a program and not an effort to compete for mass installations with other processes, they assert.

Weltner Heads

(*Continued from page* 1)

national division.

The meeting yesterday was the first in a new plan set up by president Eric Johnston whereby he will meet with foreign managers on the first Wednesday of every month.

Set 21-Year Lease On Brooklyn House

A 21-year lease at an aggregate rental of $400,000 has been set by Berk & Krumgold, brokers, on the 1,400-seat Rugby Theatre, Brooklyn, to a new corporation headed by Robert Seltzer. The Rugby, formerly operated by Century Circuit, was sold recently to Dave Rosenzweig.

The same brokers recently leased the Little Neck Theatre, Little Neck,

B'way Critics

(*Continued from page* 1)

viewers to the Stereo-Techniques program. "New Yorkers," he observed, "are getting their first view of the film of the future; the lure of 'something new' is attracting them to the Globe in throngs. The appearance of so many spectacled people is almost as startling as the subjects displayed. . . . Occasionally there is a blur as the films get out of synchronization. But, in sum, these experimental shorts offer a fascinating promise."

Said Otis L. Guernsey, Jr., of the *Herald-Tribune*: "The illusion itself is a good one, and effective in certain types of scenes, but the material now being presented at the Globe is neither particularly interesting in itself nor well calculated to show off the gadget.

"There is no perceptible eyestrain in watching Stereo-Techniques, but there are plenty of other drawbacks. In the case of these shorts it seems to limit motion more than it enhances it. Fast movements tend to blur. It is hard to adjust the eyes to two movements taking place at the same time if one is in the foreground and the other in the background. . . . 3-D will have to use its device more cleverly, in a better show than this one, to elbow the good movies off the local screens."

'Dimly Suggested'

Said Bosley Crowther, *N. Y. Times*: "Whatever prospects of improvement and added excitement in the projection of movies may reside in the new three-dimensional processes that are now being ballyhooed are only dimly and erratically suggested in the demonstration put on yesterday at the Globe Theatre. For the total impression imparted by this 45-minute program of assorted shorts. . . . is one of indifferent achievement in the optical-illusion line and little or no departure in the way of novelty. . . . the pictures presented are no better pictorially—and are sometimes worse—than the average pictures projected in the conventional and familiar 'flat' way.

"The necessity of wearing Polaroid glasses. . . . is an incidental inconvenience that may also prove discomforting. This reviewer found the glasses not only oppressive but unpleasantly odorous—due, it appeared, from the plastic composition of which they are made.

'Justify the Noise'

"With all due respect for innovations, this reviewer cannot see that any marked improvements in stereoscopic projection have been made in these latest films. Something more exciting will have to come forth to justify the noise being made about '3-D'."

Kate Cameron of the *News*: "Some of the effects of this third dimension process are remarkable, particularly to those who have never seen a third-dimensional film. But 10 or 12 years ago a number of trick shorts were made which produced the same effect as we now see on the Globe screen.

"Some of these pictures are in Technicolor and some are in black and white. The former are much more effective. . . . By the time all the companies now developing films with depth have their products ready for the screen, we are promised some startling sights and sensations."

Irene Thirer, *Post*: "The films are not sensational; they are not as exciting as Cinerama. . . . Now and again, the magic of leaping fish or leaping ballet dancers, makes the audience gasp, if not leap. . . . Mostly, rather a tame program which, were it not for the goggles, would be just another assortment of shorts, accented by very British commentaries. . . . it merely whets one's taste for things to come, for instance, Arch Oboler's feature length, 'Bwana Devil'."

Alton Cook, *World Telegram & The Sun*: "The demonstration is impressive as various forms of 3-D movies always have been over the past three decades or so. . . . The nature of the material does not take the process much out of the novelty stage. . . . Something livelier in the way of entertainment material would be a bigger help."

20th-Fox to Make 2 Films in NV

Hollywood, Feb. 4.—Twentieth Century-Fox, aside from its productions in Cinemascope, will also produce two films—"Inferno," in color, and "Vicki," in black and white—in Natural Vision, the company reports.

Also, Allied Artists will enter the '3-D' race in April with "The Maze," based on an English mystery novel by Maurice Sandoz.

Executive producer Walter Mirsich, announcing the project, said it will be filmed in the Natural Vision process in black and white.

Gunzburg to Confer On '3-D' Distribution

HOLLYWOOD, Feb. 4.—Natural Vision Corp. president Milton L. Gunzburg will fly to New York at the weekend for conferences with United Artists, Warner Brothers and Columbia executives on the distribution of features filmed in NV "3-D."

Gunzburg will also meet with Society of Motion Picture and Television Engineers officers, prior to their convention, on the possibilities of standardizing technological processes. William Blowitz of Blowitz and Maskel, representing NV, will arrive there Friday.

'3-D' Rage Increases Screen Installations

With the three-dimension race gaining momentum, National Theatre Supply reports that it has installed over 400 Walker H. I. screens in the past 60 days and that the manufacturer of the screen, Walker-American Corp. of St. Louis, is on an around-the-clock production schedule.

The Walker screen, according to NSS, is an all-purpose screen which entered the market three years ago and has since been installed in several thousand theatres.

Kreisler Heads

(*Continued from page* 1)

TV Corp. is a subsidiary. Kreisler also heads the latter firm.

The Italian picture "Ring Around the Clock" has been acquired by International Film Associates, the deal having been closed during Kreisler's recent trip to Europe.

Future of '3-D'

(*Continued from page* 1)

project for fear that it would be antiquated before it was finished.

While some segments believe that the new medium definitely has taken its place in the entertainment world as a permanent fixture, there are others who are highly skeptical. Not wanting to be subject to the "ribbing" experienced by a top executive in 1927 who described talking pictures as no more than a passing fancy, those interviewed declined to be quoted. But the pros and cons on the issue appear to be evenly divided.

Some companies are rushing into the true three-dimension pictures for fear of being caught short in case the medium catches on. This action is being criticized by the skeptics who see the bubble bursting within a short time. But those on the other side of the fence point out that the companies would not be investing money in the projects unless they were sure that the investments would pay off.

One executive of a company closely allied with the industry, but not a part of it, has written a "document" in which he has put down his predictions as to what the status of the industry will be, insofar as "3-D" and panoramic screens are concerned, six months from now. The "document" has been sealed and locked up and will not be opened until July 3. As this executive is among the skeptics, it is presumed that he has forecast a declining interest in the new media.

In any event, three-dimension and wide screens are holding the spotlight at the moment and it is anybody's guess which way the wind will blow, and for how long.

First Week of 'Bwana Devil' In Boston Grosses $45,000

BOSTON, Feb. 4.—"Bwana Devil" ended its first week of a two-week run at the Metropolitan Theatre here tonight with a gross of $45,000. The film did $11,750 for one day, Saturday, and bad weather during the week was blamed for the drop.

Stereo-Techniques Opens Feb. 11 At Kansas City's Missouri

KANSAS CITY, Feb. 4.—The Stereo-Techniques three-dimension show will bow in at the RKO Missouri Theatre here next Wednesday. It will be shown with a regular feature, "Sword of Venus."

Carolina Houses Re-Tooling For '3-D' Campaign

CHARLOTTE, N. C., Feb. 4. — The Center, Manor, new Fox, Carolina and Imperial theatres here have announced plans to install "3-D" equipment. North Carolina Theatres Corp., a division of United Paramount Theatres, said equipment would be installed in all of the larger communities in the Carolinas.

From the Shores of Maine to—

PORTLAND, Ore., Feb. 4.—Portland will get its first sample of polaroid film-gazing tomorrow when Stereo-Techniques' 45-minute short subject program opens at Hamrick's Liberty. Hamrick's Orpheum in Seattle also will open with the program tomorrow.

Fire Destroys Theatre

BRANFORD, Conn., Feb. 4.—The 800-seat Branford Theatre here was destroyed by a fire of undetermined origin last week.

SGT. JAY HALL WOUNDED IN KOREA WANTS 90 SECONDS OF YOUR SCREEN TIME –

(Please read his trailer narration below)

"How do you do . . . ladies and gentlemen . . . my name is Jay Hall . . . ex-sergeant of the 7th Marines. I'm an ex-sergeant because of this Purple Heart and a piece of shrapnel that got me over in Seoul.

"Korea is pretty rugged . . . you learn a lot of things over there besides soldiering . . . you learn about your buddies . . . and what they are thinking about the war and . . . about home. That's what I want to talk to you about . . . home . . . and something that is happening here.

"It's called Brotherhood Week . . . and it was good news to all of us in Korea to learn that President Eisenhower is the honorary chairman. Here's something he said . . . I clipped it out of a newspaper . . .

> 'Without tolerance, without understanding of each other, without a spirit of brotherhood, we should soon cease to exist as a nation. Let every American pledge that no taint of religious or racial animosity shall trouble our national unity.'

"Maybe we didn't say it just that way in Korea . . . where we had all kinds of buddies . . . all races and religions . . . and we were all fighting for the same thing . . . unity . . . peace and brotherhood.

"Fighting for brotherhood here at home can be just as rugged as fighting for peace in Korea . . . It's rough for the mothers to say goodbye . . . for sweethearts to be parted . . . and sometimes never re-united . . . for the families that are broken up.

"There is a way that all of us can help . . . join with the President . . . believe in what he says . . . to take an active part in Brotherhood Week by making a contribution to help in the educational work that's being done . . . by making this country a better place to live in and giving all of us a better understanding of our neighbors . . . no matter who they are. Please help . . . thank you. Sign up in the lobby! The Honor Scroll with your name will be sent to the White House."



"OKAY, SGT. JAY HALL"

15,000 American showmen will run your Brotherhood Week Trailer. They will put the Honor Scroll in their lobby and run the 20-foot trailer that says: "This is Brotherhood Week. Join up. Sign the Honor Scroll in our lobby."

BROTHERHOOD WEEK • FEBRUARY 15 - 22 • SILVER ANNIVERSARY

Solon Hopes for Ticket Tax Repeal

Washington, Feb. 4.—Rep. John J. Dempsey, New Mexico Democrat, said he hoped that any tax reduction bill would include elimination of the 20% admission tax on motion picture theatres.

"That tax," he declared, "takes one-fifth of the gross receipts of the motion picture houses even if the owner takes a loss, and if he should make a profit, another 52% can be collected. That is driving many hundreds of the small picture shows out of business and denying millions of people recreation and entertainment. To me that does not make sense."

Film Payrolls Up In Second Quarter

WASHINGTON, Feb. 4.—Total industry payrolls for the second quarter of 1952 rose over the previous quarter, the Department of Labor reports.

The figure for the second quarter was $167,494,000, compared with $163,161,000 paid out in the first quarter. The second quarter figure was broken down into $79,090,000 paid out by production-distribution; $10,057,000 by service; and $78,357,000 by theatres.

The Department figures cover all industry employes eligible for unemployment compensation. Virtually all industry workers are in that category.

Authors Sue 20th-Fox For Contract Breach

Charging breach of contract over novelization rights to "I Was a Male War Bride," Roger and Marie Charlier have filed a suit for $50,000 against 20th Century-Fox in New York Federal Court. The plaintiffs wrote the story from which 20th-Fox produced the picture of the same name.

The Charliers charge that the company prepared a version in German in excess of the word limit stipulated in the contract, and without credit to the Charliers.

Miss Clooney Aids 'Stars' in Capital

WASHINGTON, Feb. 4.—Twenty-five Washington-Baltimore territory exhibitor and circuit heads have been invited to a luncheon today with Rosemary Clooney, star of Paramount's "The Stars Are Singing." The luncheon, which will be preceded by a special screening, will be held at the Mayflower Hotel. Miss Clooney arrived here today with Herb Steinberg, Paramount publicity manager.

Rob Michaels' Theatre

BUFFALO, Feb. 4. — Safecrackers who robbed the Palace Theatre here, owned by Dewey Michaels, chief barker of Buffalo Variety Tent No. 7, were only partly successful. They obtained several hundred dollars from a safe on the ground floor of the theatre but dropped and were forced to abandon a 400-pound strong box containing much more.

Reviews

"The Silver Whip"

(20th Century-Fox) *Hollywood, Feb. 4*

MEASURING an odd 73 minutes in running time, and shot in black-and-white instead of color, this otherwise big-scale Western may prove something of a programming problem in a majority of situations, but is not problematical on other grounds. It has Dale Robertson and Rory Calhoun, both popular with the under-30 crowd that buys the most tickets, and the man-hunting sequences are filmed against some of the prettiest mountain country most people ever saw. It's got ridin', fightin', fisticuffs and gunfire in a well-balanced plenitude, and it is free as a bullet of detours, flash-backs and false starts. Good, serviceable merchandise.

Robert Bassler and Michael Abel, credited as co-producers, worked from a screenplay by Jesse Lasky, Jr., based on a novel by Jack Schaefer, assigning the direction to Harmon Jones. In casting Robertson as a stagecoach guard ("ridin' shotgun" is the term) and Calhoun as the sheriff, the producers created a character balance that keeps an audience uncertain regarding outcome of the story which pits them, in a sense, against each other. Both do handsomely by their assignments. Next up to them in story importance are Robert Wagner as Robertson's young friend with ambitions to become a stage driver, and Kathleen Crowley, Wagner's young friend with ambitions to become Mrs. Wagner. The principal incidents are robberies, murders, pursuits (by individual and by posse), an attempt at jail-delivery by would-be lynchers, and a final shooting of friend by friend for the purpose of teaching that law has come to the West and must be upheld.

Other players are Lola Albright, J. M. Kerrigan, John Kellogg, Ian MacDonald, Harry Carter, Robert Adler, Clancy Cooper, Burt Mustin, Dan White, Paul Wexler, Charles Watts, Jack Rice, Bobby Diamond and Cameron Grant.

Running time, 73 minutes. General audience classification. Release date, March.

WILLIAM R. WEAVER

"City Beneath the Sea"

(Universal-International)

EXCELLENT under-water shots including an exciting earthquake beneath the sea are teamed with romantic adventure to make this a Grade "A" feature. The color by Technicolor adds considerably to the merits of the production. Robert Ryan and Anthony Quinn make a good team as hard-boiled deep sea divers, while the romantic touches are capably supplied by Mala Powers and Suzan Ball. There are some torrid love scenes that are of the spicey variety.

The locale is Kingston, Jamaica, where Ryan and Quinn are hired by Karel Stepanek to locate a sunken ship which carried a million dollars in gold. They hire Miss Powers' banana boat for the job, but it becomes apparent that Stepanek has purposely guided the crew to the wrong location, so that later he can go after the treasure himself after reporting failure to the insurance company. After discovering the plot, Ryan and Quinn, separately, go after the treasure and Quinn finds it in the sunken vessel, which is in the middle of the sunken city of Port Royal. Later, Ryan dives and also finds the treasure. While preparing to have it hauled to the surface, an earthquake begins and he is trapped, but is saved by Quinn. It is obvious that the gold is lost forever and the men leave for the mainland, Ryan with Miss Powers, and Quinn with night club singer Miss Ball, with the intentions of being married by the captain. But when they get a summons to make another try for the treasure, they dash off the ship and the two girls follow.

The picture is packed with fast action, romance and suspense—which add up to highly acceptable entertainment.

Produced by Albert J. Cohen and directed by Budd Boetticher, the screenplay was written by Jack Harvey and Ramon Romero and based on "Port Royal" by Harry E. Rieseberg. Others in the cast are Hilo Hattie, George Mathews, Lalo Rios, Woody Strode, Bernie Gozier, Leon Lontoc, John Warburton, Barbara Morrison.

Running time, 87 minutes. General audience classification. For release in March.

AL STEEN

See Closed TV for FP-C in Toronto

TORONTO, Feb. 4. — In connection with a switch of downtown managers here, Famous Players Canadian Corp. has closed the half-century-old Victoria Theatre without official announcement and the intimation is that it will be next used for closed television or telemeter productions when the circuit obtains the necessary license from authorities. The building already houses an experimental TV department for video programs in theatres, for which the Imperial here is already equipped and is awaiting the green signal from the government. The next step is expected to be the use of the auditorium in the Victoria for live television shows.

R. R. McKibbin, former Victoria manager has gone to the Imperial from which Fred Trebilcock has resigned to go to California.

11th Lust Theatre Opens on April 1

WASHINGTON, Feb. 4.—Sidney Lust Theatres has broken ground just outside of Washington, on Marlboro Pike in Maryland, for another drive-in theatre. Opening date is set for April 1. The firm already operates two other drive-ins and eight indoor motion picture theatres in and around Washington.

Subway Plugs for 'Pan'

Walt Disney's "Peter Pan" has been chosen a "Go See" film of the month for February, and will be plugged with 14,000 poster cards in New York subway cars and Brooklyn surface lines. Featuring characters from the all-cartoon Technicolor feature opening Feb. 11 at the Roxy Theatre here the cards are placed two to a car.

Ampa to Honor Ed Sullivan

Associated Motion Picture Advertisers will pay tribute to columnist Ed Sullivan at AMPA's luncheon meeting on March 19, it was decided here yesterday at a session of the board of directors. Sullivan will be honored for his cooperation with the motion picture industry on his CBS-TV show, "Toast of the Town." George Ettinger, radio-TV contact for Columbia Pictures, will be chairman of the luncheon for Sullivan.

Although no decision was made, the AMPA board discussed the continuance of the AMPA showmanship school this year and the possibility of accepting a publisher's offer to incorporate the courses in a book.

To Do Disney Story On Sullivan TV Show

The life story of Walt Disney will be the next biographical feature on Ed Sullivan's "Toast of the Town" TV show Sunday over CBS-TV from 8:00 to 9:00 P.M. (EST).

Disney and many of his cartoon characters, and the performers associated with them, are expected to participate in the career story, CBS stated. In addition, a special film titled "Mickey's Birthday Party" is being prepared to mask the 25th anniversary of Mickey Mouse. Sullivan just returned from the Coast, where he sketched out the production with Disney.

Bid Snaper, Myers To Drive-in Meet

MILWAUKEE, Feb. 4. — Wilbur Snaper, president of Allied States Association, and Abram F. Myers, Allied general counsel, have been invited to attend the National Drive-in Convention, slated for March 24-26 at the Schroeder Hotel here.

Among the topics set for discussion are concessions, Cinerama and the various types of three-dimensional processes, advertising and promotion. The discussion on concessions will be led by Spiro Papas, of Keno Drive-in, Robert Peck, publicity chairman of the convention, stated.

New SWG Award to Be Given in March

HOLLYWOOD, Feb. 4.—A laurel of achievement award will be presented by the Screen Writers Guild for the first time at the fifth annual awards dinner to be held at the Hollywood Palladium on March 10.

The achievement award will go to the screen writer who has contributed in the most distinguished and consistent fashion to motion pictures over a given number of years. In addition there will be writers' awards for the past year for comedy, drama and musicals.

Registers as Lobbyist

HARTFORD, Feb. 4.—Herman M. Levy has registered as a lobbyist with the Connecticut Secretary of State for the present session of the State Legislature for the Motion Picture Theatre Owners of Connecticut and the Connecticut Association of Public Accountants. Levy is general counsel of TOA and executive secretary of the MPTO of Connecticut.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 26 NEW YORK, U. S. A., FRIDAY, FEBRUARY 6, 1953 TEN CENTS

20th Planning Cinemascope And 3-D Films

To Use Wide Screen for 'Important' Pictures

By AL STEEN

Twentieth Century-Fox will produce its most important pictures in Cinemascope and its "smaller" product in actual three dimensions, president Spyros Skouras said here yesterday in clarifying the company's position on the new media in the film industry. The tri-dimensional system, he said, will be the company's own process and not that of Natural Vision as stated yesterday.



Spyros Skouras

Skouras said that 20th-Fox was "practically abandoning" the produc-

(Continued on page 4)

NT Quarter Net in Rise Since Divorce

HOLLYWOOD, Feb. 5.—The consolidated net income of National Theatres, Inc., and voting-controlled subsidiaries, after all charges, for the quarter ended last Dec. 27, was $544,697, which amounted to 20 cents per share on 2,769,486 shares of stock outstanding. This was the first quarter following National's separation from

(Continued on page 4)

Buchman Contempt Trial Postponed

WASHINGTON, Feb. 5.—The contempt of Congress trial of Hollywood producer Sidney Buchman has been postponed from Monday.

Court officials said it would probably be at least March before the case is heard. Buchman is charged with contempt for failing to answer a sub-

(Continued on page 4)

Brandt Believes Arbitration Now Is a "Dead Duck"

Harry Brandt, head of the Brandt Circuit here and president of the Independent Theatre Owners Association, said yesterday he believed arbitration was a "dead duck" even though the ITOA is willing to launch a system on its own. The fact that the ITOA "feeler" on initiating an arbitration program was ignored by the distributors is an indication that the film companies have gone cold on the project, Brandt said.

"I'd be willing to sign an exhibition contract that had any kind of an arbitration clause in it," Brandt said, "because verbiage is not so essential. After all, the decision as to the merits of a case rests with the arbitrator who would rule on the

(Continued on page 4)

Polaroid Glasses Pose UA Problem

The demand for Polaroid glasses, required for the viewing of United Artists' "Bwana Devil," is so great that UA executives here expressed concern over whether the Polaroid Corp. of America will be able to keep up with the orders.

UA officials said they were assured of a supply necessary for the current 35 engagements of the third-dimensional Natural Vision picture, in addition to 50 to 60 bookings set within the next 45 days. Beyond that period, it was pointed out, UA has not been assured of a supply. UA officials, however, were hopeful that the throw-

(Continued on page 4)

Legion Easy on 'Limelight' Here

Brief picketing by Legionnaires of "Limelight" at the RKO Fordham and Marble Hill theatres was discontinued yesterday. They were the only incidents reported up to last night in connection with the showing of the Charles Chaplin picture in 63 neighborhood houses in the Metropolitan area.

RKO Theatres spokesmen said the two picketing incidents while they lasted were orderly and unobtrusive, having no effect on business. At other

(Continued on page 4)

'3-D' UNIFORMITY WORK UNDERWAY

Name Senate Unit Members Today

Washington, Feb. 5.—Senate majority leader Taft (R., O.) promised that the membership of the Senate small business committee would be announced tomorrow.

The committee last year started an investigation of distributor trade practices, and Sen. Tobey (R., N. H.), who is considered the best bet to head the new committee, has said he would push this investigation. However, the committee staff has been marking time for the last month, waiting appointment of a new committee.

Grainger Election Seen After Feb. 12

The election of James R. Grainger to the presidency and to the board of RKO Pictures, according to trade quarters here yesterday, will await the Feb. 12 "token" payment of the Ralph Stolkin group to Howard Hughes.

Grainger left here for the Coast last night where he will be on the scene as the developments transpire. According to an informed source, a board meeting is not expected to be called on the Coast until the Stolkin

(Continued on page 4)

Goldfarb Resigns RKO Office Post

Robert Goldfarb, director of personnel, office management and purchasing at RKO Pictures, today announced his resignation.

Meanwhile, other resignations in the reorganization of the advertising, publicity and exploitation departments were disclosed. In addition to those listed in yesterday's MOTION PICTURE DAILY, they are: Orville Deffenbaugh, Herbert Haines and Ernest Leffers, artists; Miriam Brandon,

(Continued on page 4)

Ask All-Purpose Screens, Standardized Terms And Coast Liaison Set-up

By MURRAY HOROWITZ

The first all-industry steps to effect standardization of third-dimensional and wide-screen processes were taken here yesterday at a meeting of exhibition and distribution representatives, held under the auspices of the Society of Motion Picture and Television Engineers.

The four-hour meeting produced a number of recommendations, chief among which were:

1. The manufacture of all purpose screens which are adaptable for all third-dimensional processes and wide-screen systems, such as 20th Century-Fox's Cinemascope system, said to give a third-dimensional effect.

2. The immediate standardiz-

(Continued on page 4)

Film Stocks Still Board's Most Active

While for the most part registering no appreciable gains on the day, motion picture stocks again provided the top interest and activity on the New York Stock Exchange yesterday, for the fifth consecutive trading day.

Shares of film and theatre companies changed only fractionally in price but the heavy volume of sales showed there has been no diminution yet in investors' interest in the amusement shares, engendered largely by the

(Continued on page 4)

TESMA Lauds '3-D' Standardization Bid

OMAHA, Feb. 5.—A wire heartily endorsing the third-dimensional standardization efforts of the Society of Motion Picture and Television Engineers was sent out today by J. Robert Hoff, president of the Theatre Equipment and Supply Manufacturers

(Continued on page 4)



Personal Mention

LOUIS B. MAYER, chairman of the board of Cinerama Productions, will arrive in New York tomorrow from Hollywood.

•

PETER PERAKOS, JR., office manager of the Perakos Theatre Circuit, New Britain, Conn., and son of the head of the circuit, and his bride have returned there from a honeymoon in Greece.

•

ANDREW MARTON, M-G-M director, who arrived here from the Coast yesterday, will leave for French Morocco today.

•

JAMES PERKINS, managing director for Paramount International in England, will return to London from here by plane on Sunday.

•

DICK SMITH, M-G-M cashier in Atlanta, has been transferred to the booking department. BOB YOUNG replaces him.

•

ARNOLD PICKER, United Artists foreign manager, has left here for a six-week tour of Europe.

•

LOUIS ASTOR, Columbia sales executive, is in Philadelphia today from New York.

•

H. M. RICHEY, director of exhibitor relations for M-G-M, is due back here this weekend from a Florida vacation.

•

JOHN P. BYRNE, Eastern M-G-M sales manager, returned here yesterday from Philadelphia.

•

DAN S. TERRELL, M-G-M publicity-exploitation manager, will return here Thursday from 10 days on the Coast.

•

DOUG AMOS, Hartford division manager of Lockwood and Gordon Theatres, is on a Florida vacation.

•

CARROLL CLARK has left the Columbia office in Atlanta to join Wilby Theatres in the same city.

•

M. J. DALY of the Blue Hills Drive-in Theatre Corp., Bloomfield, Conn., is vacationing in Florida.

•

IRVING ALLEN, producer, has left Hollywood for London.

•

ESTELITA and GRANT WITHERS were married this week in Reno, Nev.

Would Show Seating Plan

ALBANY, N. Y., Feb. 5.—A bill requiring theatres and other places of entertainment and exhibition to "conspicuously post and at all times display a diagram of the exact location by number and letter of each reserved ticket" has been introduced by Senator Julius A. Archibald and Assemblyman Daniel M. Kelly, New York City Democrats. Posting would be "adjacent to the box office or other place where such reserved seat tickets are sold."

Construction Controls May Be Ended Before June 30

WASHINGTON, Feb. 5.—The government's theatre construction controls will end June 30 at the very latest, according to informed government officials. Moreover, there's a good chance that the curbs will be further liberalized or even terminated before then.

The government's present authority for the construction control order expires June 30. President Eisenhower has said he wants the basic allocation authority, from which the control order stems extended beyond June 30, but has indicated that he will use this only for certain defense-order priorities and for allocations of a few very scarce materials.

Few officials believe that the extended authority would be used to cover construction. They predict that if the curbs aren't ended before, they will end June 30, with the possible exception of some continued controls on very heavy steel shapes. However, they say, there will be no further controls on other types of steel, copper or aluminum, as at present.

The Government's ban on theatre building was relaxed Jan. 1, and at present most theatre projects are being carried on under the new self-authorization procedures. Only the very largest projects cannot manage under these self-authorization limits, government officials claim.

Para. Board Votes 50-Cent Quarterly

The board of directors of Paramount Pictures yesterday voted a quarterly dividend of 50 cents per share on the common stock, payable March 27 to holders of record March 16.

The payment maintains the company's dividend rate of $2 per year.

Adams, MGM Branch Manager, Resigns

WASHINGTON, Feb. 5.—Jerome A. Adams, M-G-M branch manager here, has resigned, effective April 4, to accept a position in the San Francisco Bay area where he was associated with M-G-M before being transferred here in 1947.

Program on Rowleys Set

DALLAS, Feb. 5.—The executive committee of Texas Council of Motion Picture Organizations has arranged for Paul Short to produce and direct a series of public service feature radio programs originating from station WFAA in this city—the first will be heard Sunday—on the careers of Ed and John Rowley, father and son, who operate the largest circuit in the Southwest.

Studio Craft Wages Up

HOLLYWOOD, Feb. 5.—Craft union workers in studios averaged $112.13 weekly in December, which compares to $111.90 in November, and to $107.01 in December a year ago, the California Division of Industrial Relations reported today.

Premiere of 'Spur' Makes Denver Stir

DENVER, Feb. 5.—More than 5,000 Denverites turned out today to greet the M-G-M troupe arriving from Hollywood for the local premiere of "The Naked Spur" at the Paramount tomorrow. The Coast contingent was headed by James Stewart, star of the picture; Robert Ryan, who appears in support of Stewart; producer William H. Wright and director Anthony Mann; Howard Strickling; Vera-Ellen; Polly Bergen; and J. C. Flippen, who will act as m.c. for the event.

The M-G-M Technicolor picture, filmed entirely in the Rockies, will have 60 day and date opening tomorrow, in this territory, with the local Paramount, managed by John Wolfson, the center for three personal appearances by the troupe. In addition to the personal appearances the Hollywood personalities will do eight radio shows and two TV shows.

Upon arrival of the Hollywood contingent, Gov. Dan Thornton declared Friday "Hollywood in the Rockies" day and also introduced the members in the Senate. Special awards will also be given the film personalities. The Hollywood troupe will return to Culver City on Saturday.

Clooney's Showmen's Tour Ends in Tenn.

The week-long "meet the exhibitors" Eastern seaboard tour Paramount star Rosemary Clooney has been making, will wind up this weekend in Nashville with a reception in her honor to be given by Gov. Frank G. Clement of Tennessee. The reception will coincide with the opening at the Paramount Theatre, Nashville, tomorrow of Miss Clooney's first picture, "The Stars Are Singing."

G.P.E. Dividend

General Precision Equipment Corp. has declared a dividend of 25 cents per share on the common stock, payable March 15, to stockholders of record Feb. 25.

ITOO Convention Set

COLUMBUS, Ohio, Feb. 5.—The annual convention of Independent Theatre Owners of Ohio will be held April 7 and 8 at the Deshler-Wallick Hotel here.

SDG Names Ettinger

HOLLYWOOD, Feb. 5.—The Ettinger Co. has been retained as public relations counsel for the Screen Directors Guild, George Sidney, Guild president, has announced.

Filming Tax Short in Texas

DALLAS, Feb. 5.—Herman Hoffman, M-G-M executive assistant to Dore Schary, is here to confer with R. J. O'Donnell, H. A. Cole, Pat McGee, Bob Coyne, Paul Short, and Kyle Rorex at the Texas Council of Motion Picture Organizations office, to obtain additional information and film footage on local theatres for the production which will be shown to the House Ways and Means committee and other congressmen in Washington, "The case for the repeal of the 20 per cent Federal admission tax."

Hoffman brought along his entire crew of cameramen, sound and lighting equipment, and will make pictures in Ranger and Blooming Grove, Texas, as well as in Oklahoma and Arkansas. He will remain in Texas for 10 days, and when he returns to the Coast the picture will be completed in 10 more days.

Steve Hannagan Dies In Africa at 53

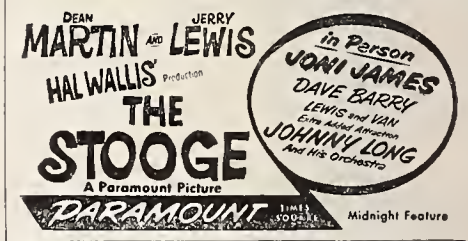
Well known publicist Steve Hannagan died yesterday in Nairobi, Kenya, of a heart attack. Hannagan, who has had several motion picture accounts in the past, was 53 years of age. His body will be flown here tomorrow.

New Hayworth Vehicle

"The Galileans," a novel dealing with the life of Mary Magdalene, has been purchased by Columbia as a starring vehicle for Rita Hayworth and will be made in color by Technicolor, the company reports.

NEW YORK THEATRES

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Walter PIDGEON • Dick POWELL
"THE BAD AND THE BEAUTIFUL"
An M-G-M Picture
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Are YOU one of them?

From an editorial in **SHOWMEN'S TRADE REVIEW**

Hollywood Observations

OPTIMISM, PLUS. No other stop on a brief tour of the studio capital produced more cheer and encouragement than a call at Allied Artists. Broidy, Mirisch, et al, have moulded an organization—in sales as well as production—that, importantly aided by some fine product, is setting records never before achieved by the company.

One of the chief troubles in this industry of ours is the insistence by certain production individuals and groups that every studio turn out motion picture Fords and Cadillacs, even though the automobile industry has clearly established that one plant cannot do both jobs efficiently and economically.

Allied Artists does not attempt to make Cadillacs, though the A-A lot every now and then has come up with a Pontiac that has performed at the box-office like a Caddy. But at that studio they have specialized in making quality product within their own class. And we are here to tell you that there is no other plant in all California better equipped by manpower and experience to do a top job in the classification niche they fill in this business.

If some of the good cheer and optimism so prevalent around A-A were to filter through to the rest of the industry, it would soon bring a restored faith and confidence in our great business.

Exhibitors and circuit heads who have been cooperative must also be chuckling with glee at how things have gone with A-A. Their investment and faith is paying pretty nice dividends. Are you one of them?

—*CHICK LEWIS*

If you are, you've collected dividends on "FLAT TOP" and "BATTLE ZONE"...and you're all set for 3 more ALLIED ARTISTS Boxoffice Champions!







The KEY to NEW BOX OFFICE POWER...

ALLIED ARTISTS

20th Planning

(Continued from page 1)

tion of the conventional two-dimension pictures, releasing only those currently in work. He predicted that between 2,000 and 3,000 theatres would be equipped for Cinemascope by the time "The Robe" is released in October, adding that no exhibitor could afford to refuse installation of the necessary equipment when the companies start to release their dimensional product.

The Cinemascope process, which 20th-Fox controls, will be made available to all companies but whether it will be offered on a royalty basis or some other method has not been determined, Skouras said. He stated that a verbal commitment had been made to Loew's, strictly as a production venture, stressing that Loew's would not be a participant in the marketing of the medium.

Skouras said that the cost of installation of the panoramic screen and its equipment had not been determined, but he indicated that the most expensive portion would be the setting up of the stereophonic sound system. As there will be four sound tracks on a single strip of film, there must be a corresponding number of speakers, one on each side of the screen, one in the center and a "control" speaker which may reproduce the sound from all four sound tracks.

Utilize Only Center Part

When the Cinemascope screen is installed in a theatre, it will be possible to play a conventional film by utilizing only the center part of the screen. Even a Cinemascopic picture could be exhibited on the conventional screen but on panoramic shots the scenes would be cut off on each side. Skouras said a new lens that would permit the showing of pictures for either medium was in the stage of experimentation. He pointed out, however, that a theatre equipped for Cinerama could not show pictures made for Cinemascope.

Equipment for Cinemascope will be delivered to theatres in a "package," Skouras said, which will include the special Cinemascope lens, stereoscopic sound and screen, the latter measuring approximately two-and-a-half times the width of present screens. The lenses, now being made in France, will be manufactured in other parts of the world and 20th-Fox expects to "farm out" the contracts. Skouras left here yesterday afternoon for Paris to speed up the manufacturing of the lenses and to confer there with Earl I. Sponable, 20th-Fox research director, and with company executives on the expansion of the company's activities in the 3-D field.

A demonstration of the Cinemascope process is expected to be ready by mid-April although efforts will be made to show the system sometime in March.

The first 20th-Fox picture to be made in true three dimension will go before the cameras on Feb. 16. This will be "Inferno" and will be made in color. Another, to be made in black-and-white, is titled "Vicki."

Ga. T.O. Convention

ATLANTA, Feb. 5.—Georgia Theatre Owners and Operators have set May 31-June 2 as the date for their annual convention, to be held at the Atlanta Biltmore Hotel here.

'3-D' Uniformity Work

(Continued from page 1)

ation of technical terms to eliminate misunderstandings.

3. A change in the height and width ratio of the picture in order to realize a bigger picture on the screen using present-day projection equipment.

4. That SMPTE act as a liaison with the Motion Picture Research Council on the Coast.

5. That SMPTE prepare and distribute a report on the basic principles of all third-dimensional and wide-screen systems presently advocated.

Herbert Barnett, SMPTE president, in a statement following the meeting made it clear "that each manufacturer must and shall remain completely free to accept or reject any proposed standard or to determine whether, if standards are adopted, he desires to meet them in his own products." Furthermore, he added, "it will be necessary to scrupulously avoid any attempts at comparative evaluations of systems, or the preference of one system or the individual features of one system over the others."

It was emphasized that engineering standardization must originate on the Coast and in this connection the pioneering third-dimensional work of the Motion Picture Research Council, under the direction of William F. Kelly, was highlighted at the meeting. Participants were told that the MPRC met yesterday with film exchange managers to discuss the standardization of film reel sizes, ways of identifying the right and left eye films and the need for standard markings, and splicing problems. The MPRC, it was explained, is composed of the eight major companies belonging to the Motion Picture Association of America.

The SMPTE, functioning in its role, will have its report on the various third-dimensional systems and wide-screen processes ready in about another month, it was estimated. Exhibition's request that an all-purpose screen be manufactured will be forwarded to equipment dealers within a few days, it was stated.

All exhibitor delegates at the meeting urged the immediate consideration of changing the height and width ratio to a new standard so that a bigger picture on the screen is effected. The present picture ratio, technically called the aspect ratio, is three feet wide and four feet high. The adoption of such a standard ratio, it was explained, will be one of the first standards to be adopted for wide-screen systems.

The adoption of standards, it was explained, would allow theatres to make the necessary conversions which would allow the playing of any type of third-dimensional or wide-screen film.

Turning to the work of MPRC on the Coast, an SMPTE spokesman stated that third-dimensional systems as opposed to wide-screen processes is now on top of the council's agenda. He explained that according to his information not enough engineering data on wide-screen processes such as Cinemascope has been supplied to the council as yet, forestalling standardization action on wide-screen processes. He added though that Cinemascope and other wide-screen systems in the work are comparatively very new.

Working in Cooperation

The Coast council, it was added, is working in cooperation with such equipment dealers as Altec Service Co. and RCA Service Co., the two firms currently installing the synchronization machines for Natural Vision and Tri-Opticon.

Among the three-dimensional standardization proposals before the council, it was stated, are two suggested reel sizes, 3,500 or 5,500 feet, and the adoption of such basic standards as the fixing of the image on the screen.

The following attended the meeting at SMPTE headquarters: Wilbur Snaper, president of Allied States Association; Sam Pinanski, executive committee member of the Theatre Owners of America; Barnett, president, Henry Hood, engineering vice-president, J. A. Norling, chairman of the committee on stereoscopic motion pictures, all of the SMPTE; Julius Sanders, vice-president of the Independent Theatre Owners Association; Manny Frisch, president, D. John Phillips, executive director, of the Metropolitan Motion Picture Theatres Association.

Also, John McClullough, technical director of MPAA; Vincent Gilcher, chief engineer of the Radio City Music Hall; C. R. Horstman, of RKO Theatres Inc.; and Frank E. Cahill, director of sound and projection for Warner Brothers Theatres.

RKO Radio to Demonstrate Norling Camera Here

RKO Radio will offer a demonstration of the Norling stereoscopic camera in the home office projection room here today for press representatives and others. The camera is of the type used in the production of the Pete Smith Audioscopics for M-G-M in 1940.

Polaroid Glasses

(Continued from page 1)

away glasses would be forthcoming. In the meantime, it was stated, UA will not book the film after the 45-day period until the supply picture clears up.

NT Quarter Net

(Continued from page 1)

20th Century-Fox Film Corp. as a result of the consent decree.

Corresponding figures for the same period the year before were $373,948 and 14 cents per share, on a *pro forma* basis.

Buchman Trial

(Continued from page 1)

poena of the House Un-American Activities Committee. Reason for the postponement is that Rep. Jackson (R., Calif.), a member of the committee, is supposed to testify at the trial and was prevented by a speaking engagement from being available.

Goldfarb Resigns

(Continued from page 1)

press-book editor; and Charles Cohen, copywriter. Cohen, it was disclosed, has rejoined the advertising department of 20th Century-Fox.

Grainger

(Continued from page 1)

group makes it clear whether they wish to forfeit their controlling stock interest to Howard Hughes, or continue to hold on to it and be liable for the unpaid balance, $6,250,000, due Hughes under the purchase agreement. The $150,000 "token" payment, called for to show the intention of the Stolkin group, is due one week from today, according to reports.

If the payment is not forthcoming, it was pointed out here, one vacancy will be created on the board due to the expected resignation then of Edward Burke, the sole remaining member of the Stolkin group on the RKO Pictures board. If the payment is made, either another board member is expected to resign, or the board will be increased from five directors to six, to accommodate Grainger.

Film Stocks

(Continued from page 1)

wide public and trade interest in three-dimensional films and wide screen projection.

Activity in the case of United Paramount Theatres' shares, however, was attributed to the market's anticipation of imminent approval by the Federal Communications Commission of the merger with American Broadcasting Co. The latter's shares also were in demand. Confidence of the Street in approval of the merger by FCC was demonstrated by the Big Board's changing the name of UPT yesterday to American Broadcasting-Paramount Theatres.

Brandt Believes

(Continued from page 1)

question of whether there has been an injustice."

Brandt said he couldn't understand why exhibitors and distributors apparently preferred to spend their time in court than to settle differences by arbitration. At least, he said, partial relief could be obtained under that method.

The projected invitation by Alfred Starr, president of Theatre Owners of America, to Allied leaders for a meeting on the arbitration question has not yet been sent.

TESMA Lauds

(Continued from page 1)

Association.

Said Hoff, in part, "Present proposed divergent processes create huge engineering expenses for all manufacturers of sound and projection equipment, projection lens and allied lines and we would welcome a single standard that would enable us to produce desired equipment at the lowest possible cost to the exhibitor."

He pledged TESMA's cooperation in standardization efforts in his wire, addressed to Herbert Barnett, SMPTE president.

Legion Easy

(Continued from page 1)

theatres, it was reported, numerous telephone calls, presumably from Legionnaires, were received inquiring why the Chaplin picture was being played. Spokesmen for United Artists, the distributor, said the picture is doing normal business here, "neither sensational nor poor."

To Screen 'Sheba' at MPA's D.C. Theatre

WASHINGTON, Feb. 5.—Members of the Cabinet, Congress, the Washington diplomatic and press corps will attend a special screening Sunday of Hal Wallis' "Come Back, Little Sheba" at the MPAA Theatre, here, with Shirley Booth, star of the film, as hostess.

Among those expected are: Navy Secretary Robert Andersen and Mrs. Andersen; James Hagerty, press secretary to President Eisenhower; Ambassador Gaganvihari Lallubhai Mehta of India; Ambassador Alberto Tarchiani of Italy; ex-Ambassador Joseph Davies and Mrs. Davies; Senator and Mrs. Sparkman; Benjamin McKelway, publisher of the Washington *Evening Star,* and Mrs. McKelway; Eugene Meyer, publisher of the Washington *Post;* White House correspondents Merriman Smith of the United Press and Ted Lewis of the *Daily News,* and others.

Mexico Showed More Foreign Films in '52

MEXICO CITY, Feb. 5.—More foreign but fewer Mexican pictures were exhibited here during 1952 than in any year since 1949, it is learned. Last year, 309 imported films were screened, of which 252 were American, 23 French, 14 Spanish, 13 English, six Italian and one Swedish—but only 96 Mexican. The Mexican trade claims, however, that those home pictures had a much higher box office and artistic quality than had those of some other years.

Exhibited here in 1951 were 263 foreign films (210 U.S.) and 111 Mexican; 1950, 239 foreign (183 U.S.) and 102 Mexican, and 1949, 259 foreign, (188 U.S.) and 103 Mexican.

Stiff Control Over Theatre Admissions

MEXICO CITY, Feb. 5.—A request by top local first-run exhibitors that they be allowed to charge 12 cents more for exceptional pictures was rejected by the Municipal Amusements Supervision Department which reiterated that it considers 46 cents ample for any picture that plays here. The exhibitors failed to move the Department with their plea that 46 cents is unprofitable for them.

Mexican Bank Reports

MEXICO CITY, Feb. 5.—The trade's own bank, the semi-official Banco Nacional Cinematografico, S. A., ended 1952 with loans, credits and discounts totaling $1,551,783.19 and $1,723,000 worth of its bonds circulating, its Dec. 31 balance sheet shows.

New Columbia Musical

"His Master's Voice," a cavalcade of the record business "from Caruso to Perry Como," has been placed on Columbia Pictures' schedule. It will be made in cooperation with RCA Victor, which will place all of its facilities at the studio's disposal.

Canadian Film Awards

OTTAWA, Feb. 5.—The annual Canadian film awards, covering six classes of films produced for release in Canada during 1952, will be presented in Montreal in April.

Reviews

"I'll Get You"

(Lippert) *Hollywood, Feb. 5*

THIS is the all-around best George Raft picture in a good while and appears certain to satisfy fully the standard Raft fan-following while giving the plain melodrama crowd a full 79 minutes The scene is London, with the action taking the camera into a wide variety of extremely interesting sections of the city, and both Scotland Yard and the American FBI figure in the story, on about even terms. The Raft role is better fitted to his staple performance than some he's had, and the story stays on the track steadily from its suspenseful beginning to a climactic fight on the descending external elevator of a water-front warehouse, an unique setting for a convincing finale.

Bernard Luber produced the picture in London, making utmost dramatic use of the city both scenically and plot-wise, and Seymour Friedman gave it the benefit of straightaway direction. The screenplay is by John V. Baines, with additions by Nicholas Phipps.

Raft enters the picture as an American landing from a plane in London and skipping customs inspection, which gets him on the police's "wanted" list at once, also on the front pages of the newspapers. Sally Gray portrays an English girl of seemingly sinister connections with whom Raft is associated in the variety of adventures which make up the story. Raft turns out to be an FBI man and she's an employee of the British police, but this fact isn't held out from the audience too long. They have been on the trail of an international spy and Raft turns him in at picture's end.

Running time, 79 minutes. General audience classification. Release date, Jan. 16.

WILLIAM R. WEAVER

"Curtain Up"

(Noel Meadow—J. Arthur Rank Organization)

WITH those two fine actors, Robert Morley and Margaret Rutherford, giving top performances, this J. Arthur Rank Organization production is a thoroughly delightful comedy and one of the better imports of the season.

Adapted from Philip King's London play, "On Monday Next," the film details the birth pangs of a new play as a repertory company rehearses to bring it before the footlights. The story has enough varied comedy to meet any taste, for in its hilarious development it ranges from slapstick to subtlety.

Most of the picture's comedy is set off when the author, a middle-aged eccentric—Miss Rutherford—comes to the rehearsal to harry the already agonized producer-director, Morley. What follows is a merry romp of barbed words, poisoned looks and corny theatrics. Other aspects developed in the story involve the personal lives of the performers. Among them is a love angle concerning Joan Rice, who will be remembered here for the feminine lead in Walt Disney's "Robin Hood."

This Robert Garrett production has had the benefit of very clever direction by Ralph Smart and superior support in Olive Sloane, Charlotte Mitchell, Liam Gaffney and others.

Running time, 82 minutes. General audience classification. For February release.

Smith to Conduct Para. Branch Meets

LOS ANGELES, Feb. 5.—George A. Smith, Paramount Western division manager, has left here for branch meetings at which he will discuss new product and the plans formulated at the week-long division and branch managers meeting in New York from which he returned last weekend.

Smith will hold sessions in Seattle, Portland, San Francisco, Des Moines, Omaha, Salt Lake City and Denver. Back here from the New York sessions are A. R. Taylor, branch manager, and Lester Coleman, assistant to Smith.

Now They're Reopening

CHARLOTTE, N. C., Feb. 5.—The Broadway Theatre here, a former United Paramount Theatres house, closed since last July, will be reopened and operated soon by H. B. Meiselman on a first run policy. The Charlotte, a second run house, also was reopened here recently.

Crosby Film Set

HOLLYWOOD, Feb. 5. — "White Christmas" will start at Paramount in mid-August with Bing Crosby in the top role, according to a studio announcement. A postponement of announcement. A postponement of the shooting schedule was at the request of Crosby, it was stated.

IFE Demonstrates Dubbing Procedure

Yesterday's press opening of the new Italian Films Export studio here was highlighted by a demonstration of the art of dubbing motion picture dialogue from Italian into English, climaxed by the preview showing in New York of an excerpt from the American-language version of "Anna," new Silvana Mangano film co-starring Vittorio Gassman.

Dr. Mauro Zambuto, designer-director of the film recording set-up which occupies the entire fifth floor of the Skouras Theatre Building here, conducted the demonstration.

Holtz Buys Colonial

SAN FRANCISCO, Feb. 5. — California exhibitor Charles Holtz has purchased the 850-seat Colonial at Sacramento from United California for an estimated $250,000. J. Leslie Jacobs, theatre broker, handled the transaction. The house will undergo a complete renovation.

New Night Policy

HARTFORD, Feb. 5.—A new policy of scheduling two complete performances nightly, beginning at 5 P.M., has gone into effect at the Hi-Way and Beverly theatres, first-run houses in Bridgeport, operated by Perakos Theatre Associates, New Britain, Conn.

Aid to Theatre TV Pledged by Equity

Assistance and encouragement of theatre television was pledged by Ralph Bellamy, president of Actors Equity, in a report to the union's membership for 1953.

Bellamy, informing members that Equity had been approached about theatre televising a number of plays, said that closed-circuit TV can "lead to an interest in the (legitimate) theatre never before experienced."

The report, reprinted in the current issue of the union's publication, *Equity,* did not refer to Equity's new pay scale for theatre TV performances, which industry spokesmen claim is "unacceptable" at this point. Bellamy's report, however, held out the "exciting prospect" of the advent of the new medium, which could mean additional money to actors.

Albany 'Brotherhood' Meet on Monday

ALBANY, Feb. 5.—Dr. Everett R. Clinchy of the National Conference of Christians and Jews, will speak at a civic "Brotherhood" luncheon in the Hotel Ten Eyck on Monday, exhibitor co-chairman Charles A. Smakwitz announced today.

The luncheon is arranged by the motion picture district committee for "Brotherhood Week," with the assistance of local church leaders. Smakwitz spoke on "Brotherhood" over station WPTR this afternoon.

FCC Issues Eight More TV Licenses

WASHINGTON, Feb. 5.—The Federal Communications Commission has authorized eight more commercial and three more educational television stations, bringing the post-freeze total to 220 grants, including 14 educational.

The new commercial authorizations went to applicants in Fort Dodge, Iowa; Roswell, New Mex.; Salem, Ore.; Johnson City and Memphis, Tenn.; Temple and Tyler, Tex.; and Charlottesville, Va. All three new educational grants went to the Connecticut State Board of Education for stations at Bridgeport, Hartford and Norwich.

Balance Board's Budget

OTTAWA, Feb. 5. — The National Film Board has balanced its 1952 budget, it has reported to the Canadian Parliament, income and expenditures both totalling $3,476,088. The receipts, however, included $2,662,333 in grants that were voted by Parliament. Actual revenue consisted of $731,000 from film sales and $117,000 from rentals and royalties, and other items.

To 'Confess' Premiere

QUEBEC, Feb. 5.—Alfred Hitchcock and Anne Baxter will arrive here from Hollywood Sunday to attend the dual premiere of Warners' "I Confess" at the Capitol and Cartier, Feb. 12, and will be at the Montreal opening at the Palace there the following day.

First Wyo. TV Station

WASHINGTON, Feb. 5. — Wyoming has received its first television station grant, issued by the Federal Communications Commission to the Frontier Broadcasting Co. at Cheyenne.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Dec. 21		(Dec. Releases) (Stanley Kramer) EIGHT IRON MEN Bonar Colleano D—80 min. (Rev. 10/23/52) (Stanley Kramer) THE HAPPY TIME Charles Boyer Louis Jourdan CD—94 min. (Rev. 8/18/52) STRANGE FASCINATION Cleo Moore Hugo Haas D—80 min. (Rev. 10/6/52) INVASION U.S.A. Gerald Mohr D—74 min. (Rev. 12/8/52)	THE GAMBLER AND THE LADY Dane Clark Naomi Chance D—71 min. (5204) (Rev. 12/17/52)	MILLION DOLLAR MERMAID (Color) Esther Williams Victor Mature D—110 min (Rev. 10/31/52)	(Dec. Releases) THE BLAZING FOREST (Color) John Payne Susan Morrow OD—90 min. (5207) (Rev. 9/26/52) (Re-Release) CLEOPATRA Claudette Colbert Henry Wilcoxon D—104 min. (5208) (Rev. 7/24/34)	BLACKBEARD THE PIRATE (Color) Linda Darnell Robert Newton D—99 min. (Rev. 11/28/52)	(Dec. Releases) MY PAL GUS Richard Widmark Joanne Dru CD—83 min. (233) (Rev. 11/7/52) STARS AND STRIPES FOREVER (Color) Clifton Webb Debra Paget M—89 min. (239) (Rev. 11/19/52)	(Lopert) BREAKING THE SOUND BARRIER Ralph Richardson Ann Todd D—109 min. (Rev. 10/30/52)	(Dec. Releases) THE BLACK CASTLE Richard Greene Boris Karloff D—81 min. (304) (Rev. 10/24/52) AGAINST ALL FLAGS (Color) Errol Flynn Maureen O'Hara D—83 min. (305) (Rev. 11/26/52) THE IMPORTANCE OF BEING EARNEST (Color) Michael Redgrave Joan Greenwood C—95 min. (381) (Rev. 12/29/52)	ABBOTT AND COSTELLO MEET CAPTAIN KIDD (Color) Charles Laughton C—70 min. (208) (Rev. 11/25/52)
Dec. 28	HIAWATHA (Color) Vincent Edwards D—80 min. (5202) (Rev. 12/11/52)					RIDE THE MAN DOWN (Color) Brian Donlevy OD—90 min. (5202) (Rev. 10/30/52)	ANDROCLES AND THE LION Jean Simmons Victor Mature CD—98 min. (Rev. 10/29/52)				APRIL IN PARIS (Color) Doris Day Ray Bolger MC—101 min. (209) (Rev. 11/13/52)
Jan. 4	FANGS OF THE ARCTIC Kirby Grant D—63 min. (5222)		I'LL GET YOU George Raft D—79 min. (5206)	THE CLOWN Red Skelton Jane Greer D—91 min. (316) (Rev. 12/24/52)				(Jan. Releases) MY COUSIN RACHEL Olivia de Havilland Richard Burton D—98 min. (301) (Rev. 12/24/52) (Bernhard-Vidor) RUBY GENTRY Jennifer Jones Charlton Heston D—82 min. (303) (Rev. 12/24/52)	(Edw. Small) KANSAS CITY CONFIDENTIAL John Payne Coleen Gray D—98 min. (Rev. 11/7/52)		
Jan. 11	THE STAR OF TEXAS Wayne Morris O—67 min. (5332) (Rev. 1/26/53)										STOP, YOU'RE KILLING ME (Color) Broderick Crawford Claire Trevor C—86 min. (210) (Rev. 12/17/52)
Jan. 18		(Jan. Releases) THE FOUR POSTER Rex Harrison Lilli Palmer CD—103 min. (Rev. 10/9/52) THE PATHFINOER (Color) George Montgomery O—78 min. (Rev. 12/22/52) THE WINNING OF THE WEST Gene Autry O—57 min. (Rev. 1/26/53)		THE DESPERATE SEARCH Howard Keel Jane Greer D—71 min. (314) (Rev. 11/26/52)	(Jan. Releases) ROAD TO BALI (Color) Bing Crosby Bob Hope C—91 min. (5209) (Rev. 11/18/52)		NEVER WAVE AT A WAC Rosalind Russell Paul Douglas C—87 min. (Rev. 12/17/52)		(John Christian) GUERRILLA GIRL Helmut Dantine D—81 min.	(Jan. Releases) THE LAWLESS BREED (Color) Rock Hudson Julia Adams O—83 min. (306) (Rev. 11/28/52)	
Jan. 25	TORPEDO ALLEY Mark Stevens Dorothy Malone D—84 min. (5308) (Rev. 12/18/52)			THE BAD AND THE BEAUTIFUL Lana Turner Kirk Douglas D—118 min. (315) (Rev. 11/19/52) THE HOAXTERS (Special) Doc.—36 min. (319) (Rev. 12/4/52)	ROAD TO BALI (Color) Bing Crosby Bob Hope C—91 min. (5209) (Rev. 11/18/52) THUNDER IN THE EAST Alan Ladd Deborah Kerr D—98 min. (5210) (Rev. 11/3/52) TROPIC ZONE (Color) Ronald Reagan Rhonda Fleming D—94 min. (5211) (Rev. 12/17/52)			LUXURY GIRLS Susan Stephen D—96 min.		MEET ME AT THE FAIR (Color) Dan Dailey Diana Lynn M—87 min. (307) (Rev. 12/5/52) THE REDHEAD FROM WYOMING (Color) Maureen O'Hara Alex Nicol OD—80 min. (309) (Rev. 12/29/52)	
Feb. 1	TANGIER INCIDENT George Brent D—77 min. (5316)			THE NAKED SPUR (Color) James Stewart Janet Leigh OD—91 min. (318) (Rev. 1/14/53)		MARSHAL OF CEDAR ROCK Alen "Rocky" Lane O—54 min. (5241)	NO TIME FOR FLOWERS Viveca Lindfors Paul Christian C—83 min. (Rev. 12/2/52)	(Re-Releases) THE GUNFIGHTER Gregory Peck O—84 min. (848) (Rev. 4/28/50)	(Chas. Chaplin) LIMELIGHT Charles Chaplin Claire Bloom D—141 min. (Rev. 10/8/52)		THE MAN BEHIND THE GUN (Color) Randolph Scott Patrice Wymore O—82 min. (211) (Rev. 1/5/53)
Feb. 8			THE TALL TEXAN Lloyd Bridges Lee J. Cobb O—84 min. (5207)	ROGUE'S MARCH Peter Lawford Janice Rule D—84 min. (320) (Rev. 1/2/53)			ANGEL FACE Jean Simmons Robert Mitchum D—90 min. (Rev. 12/1/52)	YELLOW SKY Gregory Peck D—98 min. (349) (Rev. 11/22/48)			
Feb. 15		(Feb. Releases) LAST OF THE COMANCHES (Color) Broderick Crawford Barbara Hale O—85 min. (Rev. 12/29/52) TARGET HONG KONG Richard Oenning D—66 min. (Rev. 12/29/52)		IVANHOE (Color) Robert Taylor Elizabeth Taylor D—107 min. (307) (Rev. 6/16/52)	(Feb. & March Releases) THE STOOGE Dean Martin Jerry Lewis CD—100 min. (5212) (Rev. 10/6/52) COME BACK, LITTLE SHEBA Burt Lancaster Shirley Booth D—99 min. (5213) (Rev. 12/1/52) THE STARS ARE SINGING (Color) Anna Maria Alberghetti Rosemary Clooney M-99 min. (5214) (Rev. 1/27/53)	SAN ANTONE Rod Cameron Arleen Whelan OD—90 min. (5203)	SWORD OF VENUS Robert Clark Catherine McCleod D—73 min. (Rev. 1/15/53)	(Feb. Releases) NIAGARA (Color) Marilyn Monroe Joseph Cotten D—89 min. (306) (Rev. 1/20/53) TREASURE OF THE GOLDEN CONDOR (Color) Cornel Wilde Constance Smith D—93 min. (308) (Rev. 1/21/53) THE SILVER WHIP Dale Robertson Rory Calhoun O—73 min. (309) (Rev. 2/5/53)	(A-Men Prods.) THE MAGNETIC MONSTER Richard Carlson Jean Byron D—79 min. (Edw. Small) THE BANDITS OF CORSICA Richard Greene Paula Raymond D	(Feb. Releases) MISSISSIPPI GAMBLER (Color) Tyrone Power Piper Laurie D—98 min. (310) (Rev. 1/9/53) GIRLS IN THE NIGHT Harvey Lembeck Joyce Holden D—83 min. (311) (Rev. 1/16/53)	THE JAZZ SINGER (Color) Danny Thomas Peggy Lee D—107 min. (212) (Rev. 1/5/53)
Feb. 22	KANSAS PACIFIC (Color) Sterling Hayden D—74 min. (5302)			JEOPAROY Barbara Stanwyck D—69 min. (317) (Rev. 1/19/53)		OLD OVERLAND TRAIL O—60 min. (225)					I CONFESS Montgomery Clift Anne Baxter D—95 min. (213)
Mar. 1	JALOPY Bowery Boys C—65 min. (5318)			BATTLE CIRCUS Humphrey Bogart June Allyson D—90 min. (Rev. 1/27/53)		THE LADY WANTS MINK (Color) Ruth Hussey Dennis O'Keefe CD—92 min.	NIGHT WITHOUT STARS David Farrar Nadia Gray D				

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 27 NEW YORK, U.S.A., MONDAY, FEBRUARY 9, 1953 TEN CENTS

Tradewise . . .

By SHERWIN KANE

THE two foremost concerns of responsible exhibitors pertaining to three-dimensional film processes today appear to be the immediate need for standardization or interchangeability of equipment for the theatre, and the type and quality of product which will be offered at the outset, while the public's appetite for the novelty continues unappeased.

Presumably, a good start, at least a serious one, in the direction of obtaining production standards which will permit exhibition to eliminate or, at least, limit the financial risk involved in the purchase of new equipment, was made here last week under the auspices of the Society of Motion Picture and Television Engineers. This necessary work will be carried forward in conjunction with the Motion Picture Research Council in Hollywood, with, it is to be hoped, the full cooperation of the studios with which the Council's members are associated.

Sensible standards must be agreed upon, and the sooner the better. Production's stake in the issue is every bit as big—and as

(Continued on page 2)

FCC Theatre TV Challenge up Today

WASHINGTON, Feb. 8.—Attorneys for the Motion Picture Association and National Exhibitors Theatre Television Committee tomorrow will try to answer a Federal Communications Commission challenge to the industry's plea for theatre television frequencies.

The Commission late in January said the industry's case contained "apparent inconsistencies" and that industry lawyers should clear them up. Tomorrow's the time MPAA attorney

(Continued on page 6)

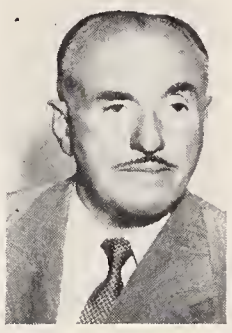
Gunzburgs to Reveal '3-D' Plans Today

Future activities of Natural Vision Corp. and information on Polaroid glasses and the general status of tridimensional pictures will be revealed to the trade tomorrow by M. L. Gunzburg, president of Natural Vision, and his wife, who is executive vice-president of the company

Gunzburg will meet with the trade press this morning. He was preceded here from the Coast by Bill Blowitz, publicity director for Natural Vision.

Studio Operations, W.B. Confidence at Peak, Jack L. Says

HOLLYWOOD, Feb. 8.—With 15 production units engaged in filming nine major pictures, Warners is in the midst of one of the heaviest production schedules in company history, Jack L. Warner announced today.



Jack Warner

More than 1,600 stars, featured players, singers, dancers and technicians are directly employed by the 15 currently active units, giving the studio a peak program it has not approached since the boom days of World War II, and which is utilizing all of its 21

(Continued on page 3)

$1,704 Cost Seen For Cheapest '3-D'

COLUMBUS, O., Feb. 8.—An estimated $1,704 was seen as the conversion cost for the simplest third-dimensional equipment in a bulletin issued by the Independent Theatre Owners of Ohio.

Ohio ITO members were told that in addition to the $1,704 cost, there might be some small additional charges such as housing for oversized reel and test film. The bulletin, signed by Robert A. Wile, executive

(Continued on page 2)

Cinerama, Technico'r In $10,000,000 Pact

Hollywood, Feb. 8. — Cinerama Productions has signed a $10,000,000 contract with Technicolor Corp., C. V. Whitney, a member of the board of the former company and executive assistant to the president, announced here at the weekend. Whitney recently became an important investor in Cinerama.

The pact was finalized following discussions between Whitney and Technicolor president Dr. Herbert T. Kalmus and involves an initial commitment for 11 Cinerama features.

RKO Acquires Rights To Norling Camera

The acquisition of rights to use the new third-dimensional Norling camera was disclosed here on Friday by RKO Pictures, which plans to enter the third-dimensional field shortly.

The camera, which eliminates the need for two conventional cameras, was demonstrated with a series of third-dimensional slides by the inventor, John A. Norling, president of Loucks and Norling Studios, on Friday at the RKO-Radio home office projection room.

A spokesman for Loucks and Norling said that while RKO Radio has exclusive rights for an indefinite period currently, the camera is expected to be marketed in the future to other studios. The Norling system, like Natural Vision and Tri-Opticon, re-

(Continued on page 2)

1952 Federal Admission Tax Collections Were $312,396,860, Almost 10% Below '51

Washington, Feb. 8.—General admission tax collections in 1952, reflecting box-office business from December, 1951, through November, 1952, were almost 10 per cent below those for the 12 months of 1951, the Bureau of Internal Revenue reported.

Collections for the 12 months of 1952 amounted to $312,396,860, compared with $344,643,241 in the 12 months of 1951. Collections have been falling steadily since the 1946 and 1947 peak years. In 1947, collections amounted to $389,867,479.

The general admissions tax figures include taxes on tickets to legitimate theatre, concerts, sports events and other spectator events, as well as motion picture theatres.

Collections in December, 1952, reflecting November business, were $26,966,928, compared to $26,032,781 in December, 1951, the Bureau reported. This was the first 1952 month to top a 1951 month since September. Total admission tax collections in December, including roof garden and cabaret taxes as well as various overcharges, amounted to $31,551,710, compared to $29,663,467 in December a year earlier.

Myers Calls For 3-D Film Standardizing

War of Giants Could End In Disaster, He Says

WASHINGTON, Feb. 8. — Allied States general counsel Abram F. Myers today urged producers to standardize on one three-dimensional film process rather than engage in a "battle of the giants" between competing systems.



Abram F. Myers

Such a battle, he declared, can can only bring ruin to the exhibitors and thus to the entire industry, including the producer who wins the battle. He also warned the film companies to keep an adequate supply of two-dimensional films coming while theatres are going through the process of making

(Continued on page 2)

See Delay on Fate Of 16mm. Trust Case

WASHINGTON, Feb. 8. — Attorney General Brownell will make no final decision on whether to continue or drop the 16mm. anti-trust case until a new Assistant Attorney General is appointed to head the anti-trust division and has had a chance to review the case.

While President Eisenhower has named men to fill most of the other Assistant Attorney General positions, he has not named anyone to the anti-trust division post.

The industry has had high hopes

(Continued on page 6)

Decision Delayed On Trade Practice Probe

WASHINGTON, Feb. 8. — Senator Thye (R., Minn.), newly elected chairman of the Senate Small Business Committee, said it might be another few weeks before the committee makes a final decision on whether to continue its investigation of distributor trade practices.

Members of the committee were named by Vice-President Nixon on

(Continued on page 3)

Personal Mention

ELLIS ARNALL, SIMPP president, left here for Atlanta over the weekend.

•

MERVIN HOUSER, assistant to PERRY LIEBER at RKO Radio, has arrived here from Hollywood to assume temporarily the duties of publicity director of the New York office.

•

PERRY LIEBER, RKO Radio national director for publicity and exploitation, left here for the Coast over the weekend.

•

DINO DE LAURENTIS, Italian producer of the Ponti de Laurentis studios in Rome, arrived here yesterday from that city.

•

EDWARD E. SULLIVAN, 20th Century-Fox publicity manager, flew to Hollywood from New York over the weekend.

•

WADE H. NICHOLS, editor of *Redbook* magazine, will arrive in Hollywood from here today.

•

GEORGE JESSEL, 20th Century-Fox producer, will arrive here tomorrow from the Coast by plane.

'3-D' Cost

(*Continued from page* 1)

secretary, hailed the advent of third-dimensional films as "the panacea which will bring our industry out of the doldrums."

The necessity of an intermission in the showing of "Bwana Devil" and the Tri-Opticon short subjects was welcomed as a bonanza to the concession business. Members were warned not to sign a National Screen contract unless it has a clause specifying that there will be no weekly charge if three-dimensional trailers are used or unless a per trailer contract or the exact charge for three-dimensional trailers is specified.

Norling Camera

(*Continued from page* 1)

quires the use of spectacles. Theatres equipped for other third-dimensional systems will find the Norling system interchangeable, a spokesman claimed. Two conventional interlinked projectors can be used in theatres, it was added.

Tampa Jury Indicts 2 on Tax Charges

TAMPA, Feb. 8.—A Federal grand jury here has indicted Mose L. Waller, Jr., and F. Hugh Thomas, Jr., president and secretary-treasurer, respectively of Waller and Thomas Amusement Co., on 10 counts of failing to remit all admission taxes collected in a 10-month period from April, 1950, through January, 1951.

The two men already are facing Federal charges of willful failure to file tax admission returns for the period from September, 1949, through 1950. The indictment charges that a total of $3,828 in collected admission taxes was never turned over to the government. The company operates the Trail Drive-in at Sarasota.

Myers Asks 3-D Standards

(*Continued from page* 1)

themselves ready for 3-D exhibition.

"Unless a standardized 3-D product can be devised, and unless the exhibitors can be supplied with acceptable flat pictures during the transition from 2-D to 3-D," he said, "the entire industry will come crashing down and the responsibility will rest on those now striving for mastery."

Myers made his remarks in a special bulletin to Allied members, entitled "Bwana Bustle." The bulletin started by recalling that the major companies tried to use the advent of sound pictures in the late 1920's as "an opportunity to freeze out the small exhibitors," and that Allied had to go to the Department of Justice to head off an attempt by the distributors to write into the film license agreements that sound pictures must be reproduced on "approved" equipment, on which, Myers said, the affiliated circuits had a corner.

"Sensing that history may repeat," Myers continued, Allied's board at the New Orleans convention appointed a special '3-D' Committee. "Should it appear necessary or desirable," he said, "the committee's authorty will be enlarged so that it can act in any emergency." Myers did not amplify, but this was obviously a threat to go to the Justice Department or Congress with any complaints about the way the producers are handling the 3-D problem.

Myers said it was difficult to tell yet whether there is a genuine stampede to 3-D or "whether some of the bulls are merely pawing the ground to see which can stir up the most dust." However, he said, with most of the film companies carrying large inventories of flat pictures, and with the great majority of exhibitors lacking equipment to play any other kind, "one may question the wisdom of proclaiming to the public that from now on there will be nothing but depth pictures."

The novelty appeal of 3-D is tremendous, Myers admitted, and added that it would be hard for "revenue-hungry exhibitors to resist the lure of swollen grosses." However, he said, "it may be wise to bide a wee and see what sort of rabbit Paramount, 20th Century and Universal can pull out of the hat."

Then Myers swung into the meat of his bulletin. "Now is the time for the responsible heads of the film companies to pause and consider," he said. "In its present state, the industry is in no condition to suspend operations pending the outcome of a battle of the giants. And if each giant has a different method and there is no mechanical interchangeability, it is not to be expected that many theatres will be equipped to handle films made by different methods and the giants may find themselves without retail outlets. . . .

"It is proper that in a competitive spirit each company should try to come up with the best system, but like the automobile manufacturers, they should work under an agreement that the discoveries or acquisitions of one should be made available to the other, so that at the earliest possible time all 3-D pictures will be produced by the best and most economical method, whether it be Cinemascope or Paramount's or Universal's masked marvels, or a combination of all three. If assurances that this will be done could be given, it would relieve a great deal of the current anxiety in exhibitor circles and enable the whole industry to move into a new—and possible great—era confident and unfraid.

"With all due respect to those to whom we have just referred as giants, not one is strong enough to withstand such a battle as seems to be shaping up. And if one should pull through it would find that in the meantime it had lost its market; that the theatres are no longer there to absorb its products."

Myers claimed that some of the producers "intend to use 3-D as a further weapon in reestablishing the monopoly" which the courts condemned in the Paramount case. He cited as an example 20th Century-Fox, and said that Fox "spurns" Natural Vision or any method which the independent exhibitors can afford, and instead is using a system which could cost a theatre anywhere from $25,000 to $100,000.

New Orlean's Loew's State and Saenger Equipped with '3-D'

NEW ORLEANS, Feb. 8.—The Loew's State and Saenger theatres here have installed three-dimension equipment, National Theatre Supply handling all the State's equipment and part of the Saenger's, the rest of the latter's being supplied by the Southeastern Theatre Equipment Co.

Services for Porter; Was on Fox Board

Funeral services for Seton Porter, 70, who had been a member of the board of directors of 20th Century-Fox since 1933, will be held here today at St. Bartholomew's Church. He died Friday after a long illness.

Porter, an industrialist and engineer, was also board chairman of the National Distillers Products Corp. at the time of his death. He served other corporations as a director, gaining renown as a "trouble-shooter." He is survived by the widow, Frederica Berwin.

Mrs. Ritter, 80

Funeral services were held Friday for Mrs. Catherine Ritter, 80, mother of Marie, secretary to J. Robert Rubin of Loew's, at Stenger Funeral Chapel here.

Johnston to Coast On '3-D' Survey

Third dimensional developments will be reviewed by Eric Johnston, president of the Motion Picture Association of America, who is due to leave Washington for the Coast this week.

The date of Johnston's departure has not been fixed, but he is expected to remain on the Coast for a week. While there, he will confer with officials of the Motion Picture Research Council, currently working on the standardization of third-dimensional and wide screen processes.

Tradewise . . .

(*Continued from page* 1)

hazardous—as exhibition's. Any producer would be foolhardy to play the lone wolf, or to attempt to stampede the field, at this stage of the game. He might well find himself in time with a backlog of processed 3-D product and a pitifully inadequate potential of theatres equipped to exhibit it.

The times call for full cooperation and for reasonable caution. That is true, too, of the type of product to be offered while the market is hot for 3-D.

If the innovation is to be anything more than a transitory shot-in-the-arm for the business, the public's appetite must be whetted, not dissipated, by what it sees. Curiosity about the novelty will bring them into the theatres. What they are shown there will determine whether or not they will return, and how often.

• •

Numerous trade observers pause to point out the similarity between the Allied States' position today on industry arbitration and that of Theatre Owners of America, until recently, on the Council of Motion Picture Organizations. TOA was as serious a deterrent to COMPO's organization and smooth-functioning as Allied is being to the organization of industry arbitration.

The same observers point out that ultimately means were found of holding TOA while someone poured COMPO down its throat. Inferring, perhaps, that a way may be found of putting an arbitration headlock on Allied some day.

Harold D. Maloney, 67

WORCESTER, Mass., Feb. 8.—Harold D. Maloney, 67, manager of Loew's Poli here died here on Friday. Maloney joined Loew's Theatres in 1927 at Loew's Century in Baltimore. He is survived by his widow, Effie, daughter, Ethlyn, and granddaughter Ethlyn.

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Set Cinemascope Filming for 7 More

Hollywood, Feb. 8. — The starting dates for seven 20th Century-Fox properties to be filmed during the next seven months in the Cinemascope process were announced at the weekend by Darryl F. Zanuck, vice-president in charge of production. The seven are in addition to the previously announced "The Robe" on Feb. 16.

They are: "How to Marry a Millionaire," March 24; "Twelve Mile Reef," April 27; "The Story of Demetrius," May 4; "River of No Return, May 11; "Prince Valiant," June 1; "Sir Walter Raleigh," June 22; and "King of the Khyber Rifles," July 6. Zanuck said that "Vicki" and "Inferno," previously announced, will be filmed in both third - dimensional polaroid and regular negative, because of prior commitments.

Additional $900,000 Sought from B. & K.

CHICAGO, Feb. 8.—The Congress Theatre Bulding Corp. went into Federal District Court here at the weekend asking $900,000 (after trebling) additional damages from Balaban and Katz Corp. in the building corporation's anti-trust suit charging that B. and K. reduced the building's income through favoring its other theatres (with more favorable leases) by giving them better running time and bigger attractions than the Congress.

The additional $900,000 demanded arises from an alleged offer by B. and K. to buy the building for $625,000 (topping a bid by David Pollack of $620,000) and B. and K's subsequent failure to do so. The Congress originally sought damages for this in the Illinois court, but the Illinois Appeals Court threw the case out, saying that B. and K. was not obligated to buy the building (after the alleged bid.)

Decision Delayed

(*Continued from page* 1)

Friday and met immediately and named Thye as chairman. Sen. Tobey (R., N. H.), who was in line for the chairmanship by virtue of his seniority, was finally persuaded to step aside, since he was already chairman of the Senate Commerce Committee. Tobey, an ardent advocate of continuing the film probe, will remain a member of the Small Business Committee.

'Blacklist' Suit vs. Studios Is Dropped

HOLLYWOOD, Feb. 8.—Screen writers voted nine to one in the Screen Writers Guild mail referendum to follow the executive committee's recommendation that the so-known "blacklist" suit against the studios be dropped. The recommendation was based on a letter from Eric Johnston stating that the 1947 "Waldorf policy" never implied the studios would act in concert to bar anybody from employment.

Review

"I Confess"

(Warner Bros.) *Hollywood, Feb. 8*

THE Alfred Hitchcock talent for sustaining suspense is exercised to the full in behalf of this story about a priest who undergoes trial for murder without violating the sanctity of the confessional to prove his innocence. Director Hitchcock, who is said to have worked on preparation of the picture for two years before shooting it, gave himself the severest kind of narrative handicap by informing his audience of the identity of the murderer in the first sequence. That he carried it with consummate skill was indicated unmistakably when a Hollywood Boulevard audience, composed in about 50-50 proportions of unprepared public and invited profession, came off of a hilarious laugh-session with the programmed picture to sit in wrapt attentiveness through the Hitchcock production. With Montgomery Clift, Anne Baxter, Brian Aherne and Karl Malden topping a powerful cast, the attraction appears solidly qualified for a prosperous box office.

The film was shot principally in Quebec, an extraordinarily pictorial city, and the Robert Burke photography is strikingly effective. Similarly important to the success of the production is an especially eloquent music score by the always proficient Dimitri Tiomkin.

The script by George Tabori and William Archibald, based on a play by Paul Anthemle, presents Clift as a young priest, O. E. Hasse as a displaced person who has been given odd jobs to do at the rectory and in the neighborhood, and who confesses to Clift in the opening sequence that he has committed a murder in the neighborhood, Malden as a detective, Aherne as the crown prosecutor, and Miss Baxter as a young married woman, a sweetheart of Clift's in his boyhood, who bares the story of her frustrated love for him in an attempt to save him from what appears destined to be conviction of murder. The central thread of the story, tautly held and culminating in a powerful climax, shows dramatically the stresses under which the priest holds true to his vows and yet is vindicated of the charge brought against him. The secondary thread, concerning the youthful romance between the priest and the woman, and her attempt to provide a saving alibi for him in his extremity, could have been curtailed and modified with advantage.

Running time, 95 minutes. Adult audience classification. Release date, Feb. 28.

WILLIAM R. WEAVER

Col. Stockholders' Annual Meet Today

Ratification of employment contracts for Jack Cohn and A. Montague and the election of nine directors are expected to highlight the annual meeting here today of Columbia Pictures' stockholders. Cohn, vice-president of the company, has been given a new four-year contract beginning Jan. 1, 1953, his last contract having been for a seven-year period starting Jan. 1, 1947. Montague, vice-president and sales manager, is being given a new contract starting June 10 of this year and running for five years.

The stockholders also will be asked to ratify the issuance of an option for 1,000 shares of common stock at $16 a share to Gerald Rackett, who is in charge of the company's laboratory.

Nominated for election to the board are Harry Cohn, Jack Cohn, A. Schneider, Leo M. Blancke, N. B. Spingold, A. Montague, Donald Stralem, Alfred Hart and Abraham Sonnabend.

German Named to 'Pioneers' Board

At a meeting of the board of directors of the Motion Picture Pioneers, Inc., William German of William German, Inc., was elected a director of the Pioneers.

In attendance at the meeting were: Jack Alicoate, Barney Balaban, Jack Cohn, Ned Depinet, Gus Eyssell, William Heineman, John J. O'Connor, Martin Quigley, Herman Robbins and Harry Takiff. German is the 22nd director on the board.

U.A. Acquires 'Assassin'

United Artists has acquired for release the J. Arthur Rank presentation, "The Assassin," originally titled "The Venetian Bird." Produced by Betty Box, it stars Richard Todd and Eva Bartok.

W.B. Optimism

(*Continued from page* 1)

sound stages. Additionally, numerous extra players are being employed daily.

"This is Warner Bros.' 'message' on the state of the motion picture industry," Warner said. "We are expressing our confidence in the tangible terms of maximum production.

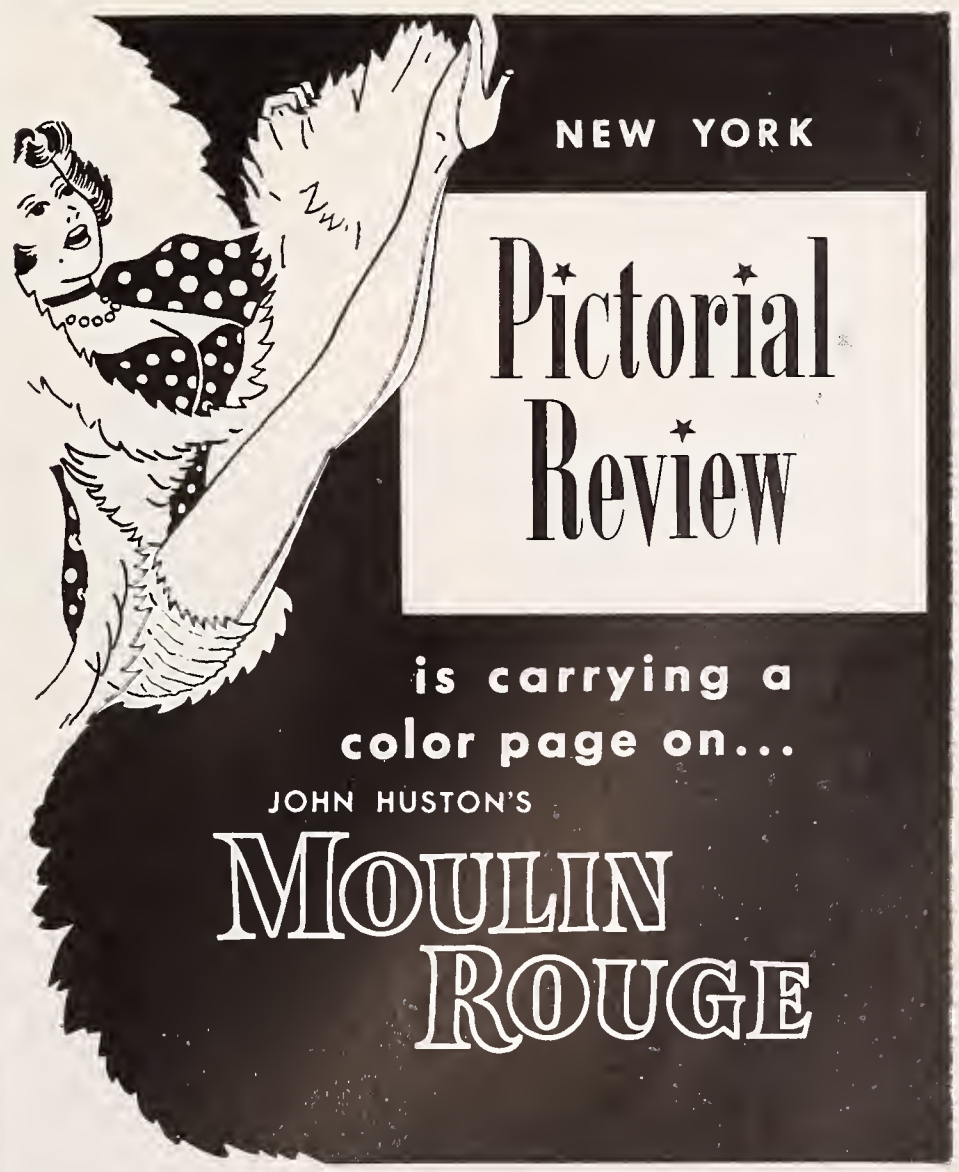
"New pioneering advances, carefully grounded by research and experimentation are expanding the horizon of our business."

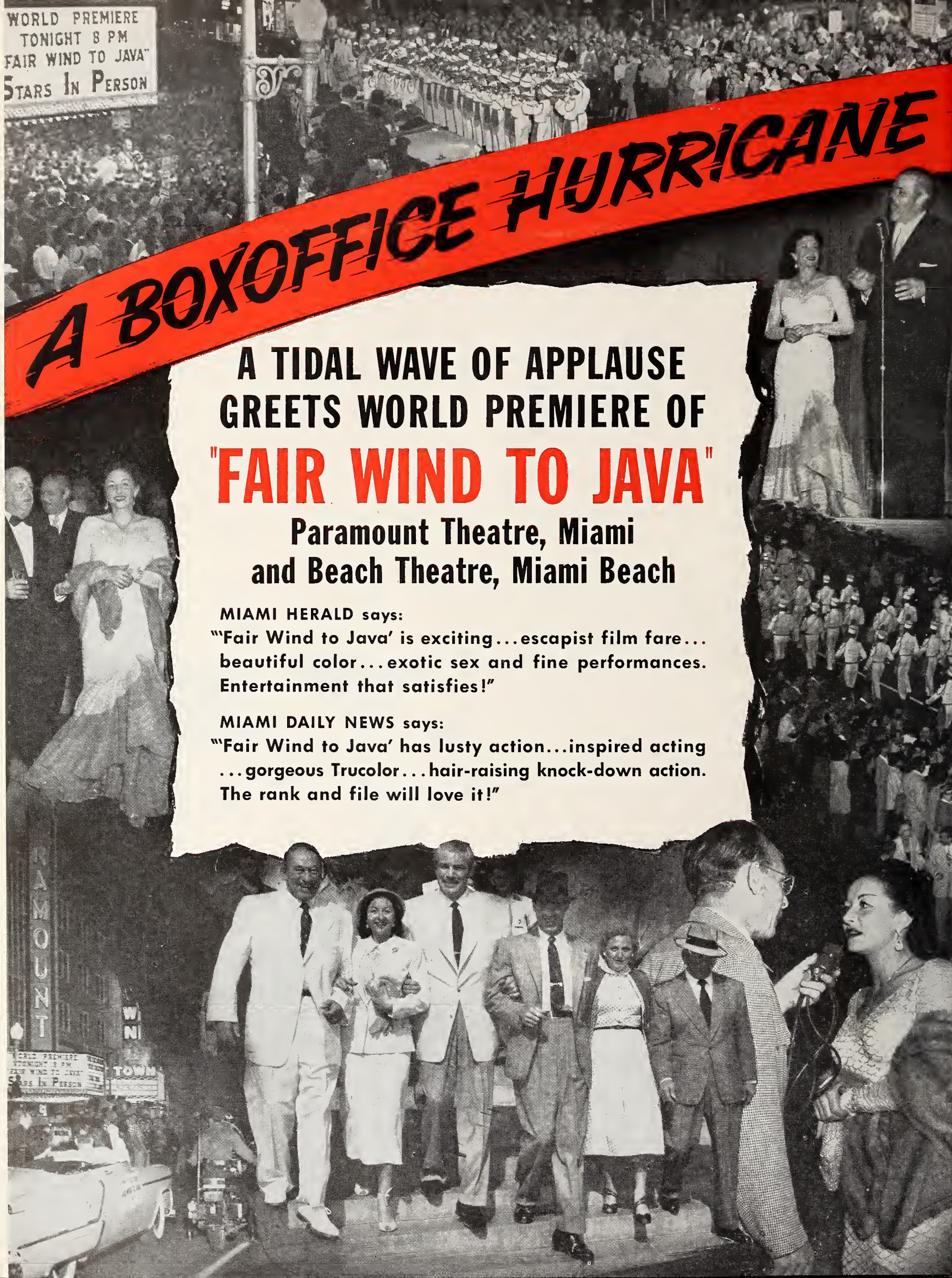
Of the nine feature films now in production seven are being made in color, four in Technicolor and three in WarnerColor. Among the features being filmed in WarnerColor is "House of Wax," the first Natural Vision three-dimensional picture to be launched by a major studio, he said. A second Natural Vision picture, also to be filmed in WarnerColor, will be started in the immediate future, Warner said.

Others now in the unusual production activity at the studio are: "So This Is Love," "Calamity Jane," "The Eddie Cantor Story," "Three Sailors and a Girl," "Sulu Sea," "So Big," "The Boy from Oklahoma" and "Riding Shotgun." In addition, Milton Sperling is shooting "Blowing Wild" and Wayne-Fellows Prod. "Island in the Sky" for Warner release.

Temple Leaves 20th

Herman Temple, of 20th Century-Fox's art department, resigned at the weekend to engage as a consulting art director and freelance visualizer.




WORLD PREMIERE
TONIGHT 8 PM
FAIR WIND TO JAVA"
STARS IN PERSON
A BOXOFFICE HURRICANE
A TIDAL WAVE OF APPLAUSE
GREETS WORLD PREMIERE OF
"FAIR WIND TO JAVA"
Paramount Theatre, Miami
and Beach Theatre, Miami Beach
MIAMI HERALD says:
"'Fair Wind to Java' is exciting...escapist film fare...
beautiful color...exotic sex and fine performances.
Entertainment that satisfies!"
MIAMI DAILY NEWS says:
"'Fair Wind to Java' has lusty action...inspired acting
...gorgeous Trucolor...hair-raising knock-down action.
The rank and file will love it!"
PARAMOUNT
TOWN

HITS FLORIDA!



RKO RADIO PICTURES, Inc.

TRADE SHOWINGS of

"COUNT THE HOURS"

ALBANY Fox Scr. Rm. 1052 B'way	Tues.	2/17	2:00 P.M.
ATLANTA RKO Scr. Rm. 195 Luckie St., N.W.	Tues.	2/17	2:30 P.M.
BOSTON RKO Scr. Rm. 122-28 Arlington St.	Tues.	2/17	10:30 A.M.
BUFFALO Mo. Pic. Oper. Scr. Rm. 498 Pearl St.	Tues.	2/17	2:00 P.M.
CHARLOTTE Fox Scr. Rm. 308 S. Church St.	Tues.	2/17	2:00 P.M.
CHICAGO RKO Scr. Rm. 1300 S. Wabash Ave.	Tues.	2/17	2:00 P.M.
CINCINNATI RKO Palace Scr. Rm. 12 E. 6th St.	Tues.	2/17	8:00 P.M.
CLEVELAND Fox Scr. Rm. 2219 Payne Ave.	Tues.	2/17	2:30 P.M.
DALLAS Rep. Scr. Rm. 412 S. Harwood St.	Tues.	2/17	2:30 P.M.
DENVER Para. Scr. Rm. 2100 Stout St.	Tues.	2/17	2:00 P.M.
DES MOINES Fox Scr. Rm. 1300 High St.	Tues.	2/17	1:30 P.M.
DETROIT Blumenthals Scr. Rm. 2310 Cass Ave.	Tues.	2/17	2:30 P.M.
INDIANAPOLIS Univ. Scr. Rm. 517 N. Illinois St.	Tues.	2/17	1:00 P.M.
KANSAS CITY Para. Scr. Rm. 1800 Wyandotte St.	Wed.	2/18	2:30 P.M.
LOS ANGELES RKO Scr. Rm. 1980 S. Vermont Ave.	Tues.	2/17	2:00 P.M.
MEMPHIS Fox Scr. Rm. 151 Vance Ave.	Tues.	2/17	12:15 P.M.
MILWAUKEE Warner Scr. Rm. 212 W. Wisconsin Ave.	Tues.	2/17	2:00 P.M.
MINNEAPOLIS Fox Scr. Rm. 1015 Currie Ave.	Tues.	2/17	1:30 P.M.
NEW HAVEN Fox Scr. Rm. 40 Whiting St.	Tues.	2/17	2:00 P.M.
NEW ORLEANS Fox Scr. Rm. 200 S. Liberty St.	Wed.	2/18	2:30 P.M.
NEW YORK RKO Scr. Rm. 630 Ninth Ave.	Tues.	2/17	2:30 P.M.
OKLAHOMA Fox Scr. Rm. 10 North Lee St.	Tues.	2/17	10:30 A.M.
OMAHA Fox Scr. Rm. 1502 Davenport St.	Tues.	2/17	1:30 P.M.
PHILADELPHIA RKO Scr. Rm. 250 N. 13th St.	Tues.	2/17	2:30 P.M.
PITTSBURGH RKO Scr. Rm. 1809-13 Blvd. of Allies	Tues.	2/17	1:30 P.M.
PORTLAND Star Scr. Rm. 925 N.W. 19th Ave.	Tues.	2/17	2:00 P.M.
ST. LOUIS RKO Scr. Rm. 3143 Olive St.	Tues.	2/17	1:00 P.M.
SALT LAKE CITY Fox Scr. Rm. 216 E. 1st St. South	Tues.	2/17	1:00 P.M.
SAN FRANCISCO Fox Scr. Rm. 245 Hyde St.	Tues.	2/17	2:00 P.M.
SEATTLE Jewel Box Scr. Room 2318 2nd Ave.	Tues.	2/17	1:00 P.M.
SIOUX FALLS Hollyw'd Thea. 212 N. Philips Ave.	Tues.	2/17	10:30 A.M.
WASHINGTON Film Center Scr. Rm. 932 New Jersey Ave.	Tues.	2/17	2:00 P.M.

Television--Radio

with Pinky Herman

NBC Board, at a meeting last Friday, added two new vice-presidents, William H. Fineshriber and David C. Adams, the former to become veepee and gen. mgr. of both nets (radio and TV) starting March 2, when he leaves Mutual. Adams left the FCC to join NBC as ass't. gen. counsel in 1947 and is currently director of special projects. . . . Vic McLeod, formerly producer of the "James Melton Show," has returned from Hollywood with a new half hour quiz panel TVehicle, "Guess the Grouch" which has three ad agencies excited. . . . Wm. Morris Agency is trying to interest Leonard Sillman in packaging a TVersion of his stage hit, "New Faces." . . . All-Star Sports Associates with offices in Boston and South Bend (new office soon to be opened in Philly) have completed plans to produce a series of 15-minute telefilms titled, "Classroom for Sports" featuring luminaries of the sports world. Films will have open ends for key, local and regional schedules. Head Football Coach Frank Leahy of Notre Dame is prexy of the film with Billy Sullivan, formerly an exec with the Boston Braves, secretary-treasurer. . . . Merrill Joels, one of TV's better thespians, will be seen Thursday on the "Martin Kane," NBCluedunit.

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Sammy Kaye's opening tonite at the Hotel Statler in Gotham will be a packed affair with top name wax artists, celebs, music pubs and songwriters in full force. The swing & sway maestro will introduce "Lighthouse in the Harbor," which he has just recorded for Columbia and which he feels will duplicate the success of his other tune, "Harbor Lights." . . . Paul Kasander and S. Robert Rowe of Walt Framer Productions have a new comedy-audience participation show which Walt F. is offering as a summer replacement (summer? yep just around that w.k. corner) . . . Production coordinator for the new Westinghouse Show, "Freedom Rings," which is produced by George F. Foley, Inc. and which debuts over CBS-TV March 3 (2:00 P.M.) is Arnold Fetbrod, formerly with MCA. . . . A real neat tie-up. That's what we call the exclusive star-studded telecast of a special program, "Channel 7 Day at Macy's," which will originate on the fifth floor of that dep't. store Thursday from 12 noon to 1:00 P.M. Among the stars present will be Ed & Pegeen Fitzgerald, Paul Whiteman, Irene Wicker, Vanessa Brown, Dennis James, Neil Hamilton, Steve Allen, Nancy Craig, Jack Barry, "Mr. Deetle Doodle" and Peggy (Miss Channel 7) O'Hara. Ray Abel will direct the show.



Sammy Kaye

☆ ☆ ☆

If there is a performer more at ease prior to a program than Mel Allen, we haven't as yet "bunked" into him. Wednesnite Mel, his producer Judson Bailey, Toots Shor, Billy Sullivan, Frank Graham, ace sports columnist of the N. Y. Journal-American and Y & R exec John Clark partook of Toot's fine food prior to Cadillacing (gift by Mel's fans to Liederkrantz Hall where the "Mel Allen Show" originates. Buzz Bavasi (Brooklyn Dodgers veepee) and sportscaster Vince Scully drifted to our table and the gags, quips and puns that obfuscated the atmosphere might have been likened to "the table" at the Algonquin. (Ah, there, Mr. Fadiman.). . . . Demby Productions' TV series, "What's Playing?" produced in cooperation with the motion picture industry (which has won a fine rating during the 39 weeks it was seen on WJZ-TV) will be syndicated so that local and regional TV stations may utilize local favorites as mc's. Series will feature "scripts and clips" from actual current movies. . . . Gerald E. Weiler, ass't. to producer Richard deRochemont, has been recalled to active duty with the Army Signal Corps where he's a lieutenant. . . . Ernest Walker of Masterson, Reddy & Nelson in Chicago huddling with sponsors for three new TV shows, one of them a sports program.

☆ ☆ ☆

LOTSA DOTS . . . Dick Thomas, whose "Sioux City Sue" was the sensation of Tune Pan Alley several seasons ago, may have another Hit Parader in "Forgetful," which he penned with Lou Shelley and which has just been recorded by Patti Page. . . . Bambi Linn and Rod Alexander have been signed for nine more weeks for Max Liebman's "Your Show of Shows."

Drop 'Limelight', N. O. Legion Asks

New Orleans, Feb. 8. — Twenty-two commanders of the 31 posts in this district of the American Legion have passed a resolution requesting that the showing of Charles Chaplin's "Limelight," which opened Wednesday at the RKO Orpheum here, be withdrawn.

Theatre manager Ross McCausland said that the film would continue to run until the circuit ordered its removal.

Leon Brandt Joins Samuel Goldwyn

Leon Brandt, who resigned last week from RKO Radio, joins Samuel Goldwyn Productions as exploitation head today, David Golding, director of advertising and publicity for Goldwyn, announced. Brandt was exploitation manager for RKO Radio also, and prior to that served in similar posts with Lopert Films and Eagle Lion.

To Honor Skouras For 'Brotherhood'

Spyros P. Skouras, president of 20th Century-Fox, will be among the leaders who will be honored at a dinner on Feb. 19 to highlight the amusement industry's participation in Brotherhood Week, which begins Sunday. The dinner will be held at the Waldorf Astoria.

NATO Wacs Return Here for Promotion

The eight NATO Wacs who have been touring the U. S. in connection with openings of Frederick Brisson's "Never Wave at a Wac" returned to New York over the weekend from Atlanta where they attended the opening of the RKO Radio release at the Rialto Theatre.

Theatre TV

(*Continued from page* 1)

Vincent Welch and NETTC attorney Marcus Cohn get a chance to do exactly that.

The MPAA-NETTC answer is the first order of business when the FCC hearings resume. What happens after that is not known. The Commission may recess immediately and take overnight or even longer to study the answers, before issuing a new decision on what should happen to the hearings. Or it may cross-examine the two attorneys for more details.

Parties have been told not to bother having any witnesses on hand tomorrow.

16mm. Trust Case

(*Continued from page* 1)

that the new Administration would decide to drop the 16mm. case, and during his confirmation hearings Brownell promised a review of all pending cases. However, it was learned, Brownell so far has done nothing on this, waiting for the appointment of someone to the anti-trust vacancy.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73 NO. 28 NEW YORK, U. S. A., TUESDAY, FEBRUARY 10, 1953 TEN CENTS

Nominees for 1953 'Oscars' Are Disclosed

Ceremonies Will Be Held on March 19

HOLLYWOOD, Feb. 9. — Nominations for the Academy of Motion Picture Arts and Sciences' 1953 "Awards of Merit" were announced here today. The Awards ceremonies disclosing the winners will be held March 19.

Following is a listing of the contenders in the major categories:

Best Motion Picture: "The Greatest Show on Earth," Cecil B. DeMille - Paramount; "High Noon," Stanley Kramer Productions; "Ivanhoe," M-G-M; "Moulin Rouge," Romulus Films, and "The Quiet Man," Argosy Pictures-Republic.

Best Actress: Shirley Booth for "Come Back, Little Sheba," Hal Wallis-Paramount; Joan Crawford

(Continued on page 3)

Gunzburg Says NV Can Be Adapted For CinemaScope

By MURRAY HOROWITZ

The combining of the three-dimensional Natural Vision process with a wide-screen system such as CinemaScope was forecast here yesterday by Milton L. Gunzburg, president of Natural Vision Corp. He said such a development would represent "the ultimate in screen entertainment."

Gunzburg, here from the Coast for a three-day visit, said he had talked over the idea of adapting NV to 20th

(Continued on page 3)

Equipment for Both '3-D', Wide-screen Offered by Lesser

HOLLYWOOD, Feb. 9.—Theatre screen equipment claimed to accommodate all types of three-dimensional and wide-screen systems so far announced will be offered to exhibitors on a franchise basis by Sol Lesser and associates at an early date, Lesser announced here today.

Described as "wide vision surround," the equipment includes the

(Continued on page 3)

Effect Merger Of UPT-ABC Immediately

The consummation of the merger of United Paramount Theatres, Inc., and the American Broadcasting Co. is being effected immediately, the two companies disclosed here yesterday following authorization of the merger by the Federal Communications Commission.



Leonard Goldenson

Certificates of incorporation for the merged company, known as American Broadcasting-Paramount Theatres, Inc., were filed at 4 P.M. (EDT) in Albany, N. Y. and Dover, Del., shortly after the Washington announcement. The merged company will be headed by Leonard H. Goldenson, UPT president.

The merger is being effected through an exchange of common stock of ABC for a combination of preferred and common stock of the

(Continued on page 7)

RECESS HEARINGS ON THEATRE TV

DuMont Controlled By Paramount, Commission Rules

WASHINGTON, Feb. 9.—The Federal Communications Commission ruling which today authorized the merger between the American Broadcasting Co. and United Paramount Theatres also held that Paramount Pictures Corp. controlled Allen B. DuMont Laboratories, Inc.

The Commission found that Paramount and UPT were qualified TV licensees without any anti-trust taint.

In terms of the DuMont control finding, the Commission decision means that the DuMont Television Network will be unable to acquire the five television stations it wants and that the two companies—Paramount Pictures and DuMont—will be permitted to license five stations between them. Under a Commission rule, no company may license more than five. DuMont is already the licensee of three TV stations, Paramount of one.

Commission officials said that

(Continued on page 6)

FCC May Decide to Call Off Hearings Or Change Scope

By J. A. OTTEN

WASHINGTON, Feb. 9.—After a day of intensive questioning on the industry's specific proposals for theatre television, the Federal Communications Commission recessed the theatre television hearings to an undetermined date.

While the hearing is in recess the Commission will decide—based on the information given today by two industry attorneys—whether to go on with the hearings or to call them off. And, if the FCC decides to continue with the hearings, it has said it may change their scope.

A Commission spokesman said the FCC would probably make its deci-

(Continued on page 7)

Columbia 'Holders OK New Pacts for Cohn, Montague

By AL STEEN

Stockholders of Columbia Pictures here yesterday approved the various proposals on the agenda of the annual meeting, including new pacts for Jack Cohn and A. Montague but not without opposition from minority stockholder groups. The meeting was punctuated by occassional flareups and some criticism of management, especially by Lester Martin, an investment broker, who, through his at-

(Continued on page 3)

Film Shares Hold Market Interest; TV Stocks Decline

Motion picture shares continued to show strength for the second consecutive week yesterday on the New York Stock Exchange, despite a generally soft market. By contrast, television and radio shares continued to give ground, more from lack of demand than from any indications of selling.

Zenith Radio has dipped a couple of points in recent trading and Radio

(Continued on page 3)

RKO STOCK TO GO BACK TO HUGHES

Stolkin Syndicate to Forfeit $1,000,000 Deposit; Will Be Relieved of Liabilities

By WILLIAM R. WEAVER

HOLLYWOOD, Feb. 9.—Negotiations between Howard Hughes and the Ralph Stolkin syndicate will be terminated here on Wednesday with the Stolkin group forfeiting the approximately $1,000,000 deposit it paid to Hughes last fall for his controlling stock interest in RKO Pictures, and possession of the stock, now in escrow, being returned to Hughes.

Members of the Stolkin syndicate will be released from further obligations under their stock purchase contract with Hughes, which called for future payments to him aggregating more than $6,000,000. Interest payments and penalty provisions for defaults also were involved, and presumably are being waived by Hughes.

The manner in which the deal will be terminated will enable the Chicago syndicate members to take a tax loss on their $1,000,000 deposit and will permit Hughes to earn a capital gain.

Edward G. Burke, Jr., the sole remaining member of the Stolkin syndicate on the RKO Pictures board, will resign, making way for the election to the board of James R. Grainger, who will then be elected RKO Radio president.

The Stolkin group's tenure in RKO Pictures lasted a little more than four months. In that time it brought about a complete turnover of top executives of the company. Other members of the syndicate resigned following publication in the *Wall Street Journal*

(Continued on page 6)

Personal Mention

DAVID GOLDING, Samuel Goldwyn Productions advertising-publicity director, left here yesterday for Chicago.

•

ARCH OBOLER, writer-producer-director of "Bwana Devil," will arrive here from Hollywood on Thursday, accompanied by MRS. OBOLER and GERALDINE KAY, his production assistant.

•

HAROLD MIRISCH and G. RALPH BRANTON, Allied Artists vice-presidents, arrived here yesterday from the Coast.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, will be in Gloversville, N. Y., from here today.

•

LOUIS ASTOR, Columbia home office sales executive, will leave New York today for a five-week trip through the West.

•

BRUCE TRINZ, manager of the Clark Theatre in Chicago, has entered the hospital there for observation.

TV Coverage for 'Rouge' Premiere

The Hollywood-style premiere here of "Moulin Rouge" at the Capitol Theatre tonight, sponsored by the Damon Runyon Memorial Fund for Cancer Research, will be attended by 1,000 notables and will receive heavy TV coverage, United Artists reports.

Station WJZ-TV will cover the premiere festivities with an on-the-spot half-hour telecast featuring Zsa Zsa Gabor as mistress of ceremonies and Art Ford as commentator. NBC-TV will cover the event on the "Today" show.

Walter Winchell will appear on stage of the Capitol at the premiere and will present a number of checks to beneficiaries of the Runyon Fund.

Services Held for Gustave Schaefer

HARTFORD, Feb. 9.—Funeral services were held in Boston yesterday for Gustave J. Schaefer, treasurer of Hartford Theatres, who died here on Friday at 59.

Paramount European sales manager for 17 years, Schaefer has also held the posts of European and New England sales manager for RKO Radio. The widow survives, as do a sister and four brothers.

Unveil Balaban Gift

WASHINGTON, Feb. 9. — President and Mrs. Eisenhower yesterday attended a special service at the New York Avenue Presbyterian church, followed by a special ceremony in the church's "Lincoln Parlor," where Barney Balaban, president of Paramount Pictures, unveiled his gift of the document in which President Lincoln first proposed to free the slaves.

British Theatres Aid Flood Victims

London, Feb. 9. — A nation-wide film industry appeal for relief of victims of last week's storm and ensuing floods was organized under the direction of the Cinematograph Exhibitors Association. Collections are being made at every performance in all theatres, which are also serving as depots for clothing contributions.

Newsreels not only give graphic coverage of the tragic events but also add a direct appeal to audiences. Many theatres in the stricken area were damaged by flood waters and power failures caused others to close.

Price Heads RKO Jacksonville Branch

JACKSONVILLE, Feb. 9.—Cam Price, veteran RKO Radio salesman, has been named branch manager of the company's new exchange here. It will begin operations at the end of this month.

Price, who worked out of the Atlanta branch, will be joined by salesmen Paul Harrison, also from Atlanta, and James Hudgens, of the Oklahoma City exchange, who will serve as office manager.

Schlanger Holding WB Theatre Meets

Ted Schlanger, Philadelphia zone manager for Warner Bros. Theatres, is conducting a series of meetings this week with the managers, district managers and department heads to plan campaigns on new pictures.

Attending the meetings, in addition to the managers will be Lester Krieger, assistant zone manager; J. Ellis Shipman, contact manager; Ted Minsky, head film buyer and booker; Paul Castello, A. J. Vanni, and Everett Callow, director of advertising and publicity.

$25,000 at Globe for Stereo-Techniques

Stereo-Techniques' tri-dimensional program at the Globe Theatre here was expected to wind up its first week last night with a gross of $25,000, the distributors report. The program is being held over for another week and may stay for a third.

In addition to the Globe opening, Stereo-Techniques opened in six other situations last week. They were in Portland, Ore., Seattle, Canton, O., Columbus, Louisville and Wilmington. Grosses were not disclosed, but managements reported "top 'A'" business.

Johnston, Clark to Coast

Motion Picture Association of America president Eric A. Johnston and MPAA information chief Kenneth Clark are due to arrive in Los Angeles tonight for one of their "regular visits" to studio heads.

BOOK REVIEW

MERELY COLOSSAL

By Arthur Mayer. With drawings by George Price. 264 pages. Simon and Schuster, New York. $3.50.

Arthur Mayer writes entertainingly from an abundance of reminiscenes of his 35 years in the industry. Most of those years having been spent in the employ of Publix Theatres and its associates, and with the Rialto Theatre in Times Square, it is natural that they bulk largest in Mayer's story. He does, however, venture briefly into industry history antedating his own beginings in it, particularly when concerned with the careers of such industry pioneers and veterans as Adolph Zukor, the Balaban brothers, Sam Katz, Cecil B. DeMille, Samuel Goldwyn, William Fox and Mary Pickford.

Names, incidentally, bulk large in Mayer's chronicle. So large, in fact, that there is a seven-page "cast of characters" listed in alphabetical order and indexed as to the page or pages, as the case may be, on which the name appears.

Mayer's accounts of the manner in which some local circuits began, became regional and were swallowed up by national circuits sometimes read like a bill of complaint in a Federal anti-trust suit, except that they are written in understanding and amusement rather than as an indictment. Also, his reference to some pioneer bookkeeping practices in exhibition clearly explain why a Copyright Protection Bureau and Sargoy & Stein became necessary appurtenances of distribution at a later date. Let it be said, too, that Mayer isolates such accounts, attributing them to what might be described as "characters," rather than to general industry practice. It is all in good fun.

Closing chapters of "Merely Colossal" contain a good account of motion pictures' contributions, without charge to the government, to military entertainment, instruction and morale in World War II; and a splendid statement of the relative merits, both on the art and entertainment level, of Hollywood versus foreign films—a field in which the author is a recognized authority, having imported most of the good foreign films to reach these shores in recent years. The book ends with the author's views of the current television problem, which he believes eventually will be overcome by making an ally of the new medium.

"Merely Colossal' is easy reading and better entertainment for members of the industry and those outside it who are interested in its background and people than, say, anything television has to offer. George Price's illustrations are pointed and nostalgic.

SHERWIN KANE

'Pan' Record in Chicago

CHICAGO, Feb. 9. — Walt Disney's "Peter Pan" grossed a record-breaking $42,000 in its first four days at the State Lake Theatre here, it is understood. The world premiere engagement is expected to shatter the house record for the week. The film is playing to a heavy adult trade.

'Change Talks Are Resumed

The distributors' exchange operations committee this week is resuming its negotiations for new contracts with the unions representing front and back office employes of the national company's exchanges.

Tom Murray, chairman of the distributors' committee, Michael Rosen of Loew's and Joseph McMahon of Republic have left for Cincinnati and Kansas City to initiate conferences with the local unions. Clarence Hill of 20th Century-Fox and Jules Chapman of United Artists are in Pittsburgh.

A third "team" will head for the West Coast later this week for parleys in Los Angeles, San Francisco, Seattle and Portland. This group will consist of Arthur Israel of Paramount, A. A. Schubart of RKO Radio, Ely Drexler of National Screen Service and either Bernard Goodman or Larry Leshansky of Warner Brothers.

Preliminary negotiations have been held in Philadelphia, Boston, Jacksonville, Charlotte, Atlanta, Omaha and Des Moines.

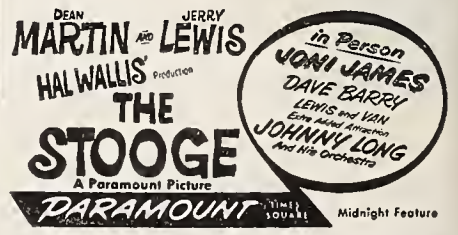
Merchants to Honor Zukor at Luncheon

A permanent metal plaque paying tribute to Adolph Zukor as "the man whose vision and foresight brought fame and glory to 14th Street and created a historical landmark in entertainment" will be unveiled Tuesday, March 3, on the site of Zukor's first "Automatic Vaudeville" penny arcade on Union Square. The event will celebrate the 50th anniversary of the opening of the entertainment emporium which grew into the motion picture industry of today.

Announcement of plans to pay tribute to "Mr. Motion Pictures" came from executives of the 14th Street Association, who revealed that the film pioneer would be tendered a testimonial luncheon at Luchow's 14th Street restaurant.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Lana TURNER • Kirk DOUGLAS
Walter PIDGEON • Dick POWELL
"THE BAD AND THE BEAUTIFUL"
An M-G-M Picture
plus Spectacular STAGE PRESENTATION



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Gunzburg

(*Continued from page* 1)

Century-Fox's CinemaScope with Darryl F. Zanuck, 20th-Fox vice-president in charge of production. Similar talks on the idea were held with other studio heads, Gunzburg said. The NV president said that film in his process could be projected to cover four times the ordinary screen. CinemaScope, according to 20th-Fox, utilizes a screen two-and-a-half times the ordinary width.

The NV president said 19 feature films are slated for production in his three-dimensional process in 1953. He added that 12 of the 19 set for production in various studios are awaiting NV camera equipment deliveries. The necessary units, he added, are expected to be ready by April.

Gunzburg expressed assurance that there will be no bottle-neck in the supply of Polaroid spectacles, needed for viewing the three-dimensional NV film. He said the Polaroid Corp., manufacturers of the spectacles, currently is producing 800,000 pairs weekly and will increase its production schedule to 6,000,000 pairs in March, 8,000,000 in April, and 12,000,000 in May. The supply of glasses for "Bwana Devil," now released by United Artists, is assured, he added. Gunzburg said that 16,000,000 Polaroid spectacles have been allotted for "Bwana Devil," while 1,000,000 have been ordered by Sol Lesser for delivery in March. Lesser is distributing the three-dimensional Stereo-Techniques series of short subjects. "Bwana Devil," the first picture made in NV, has already consumed 3,000,000 viewers, he added.

The Natural Vision Theatre Equipment Corp., a subsidiary of NV, is the sole distributing agency for the "throw-away" Polaroid spectacles, it was explained. The NV equipment firm, it was pointed out, currently is furnishing a conversion kit to theatres for $700, consisting of a Selsyn interlock motor, filters, magazines and all other items except a reflecting screen needed for three-dimensional conversion.

Claims NV Can Put TV in '3-D' Field

Three-dimensional home television, utilizing the Natural Vision process, could be a reality immediately, it was claimed here yesterday by Milton L. Gunzburg, president of the National Vision Corp.

Gunzburg said that all that would be needed would be home TV set adaptors, which the NV president estimated could be sold from $15 to $25 each. However, he expressed doubt that the TV industry is as yet willing to accept the three-dimensional process, pointing out the problem of sponsorship and set conversion.

Gunzburg stated that he will meet today with the head of an undisclosed television network and will confer later in the week with a TV set manufacturer.

Buchman Trial March 9

WASHINGTON, Feb. 9.—March 9 has been set as the new date for the contempt of Congress trial of Hollywood producer Sidney Buchman.

'Holders Okay Col. Pacts

(*Continued from page* 1)

torney, Harris Klein, sought to have the meeting adjourned for two weeks. Martin, who is said to represent 38,000 shares of Columbia common stock, had sought a list of Columbia shareholders from the company and, when the list was not furnished, he was granted a motion for the list from Judge Samuel Hofstadter.

The Securities and Exchange Commission last Thursday approved the petition for the list of stockholders but the okay came too late for the Martin group to contact the stockholders in reference to protests against the granting of common stock options vice-president Montague at $12 a share. Martin also had made a motion to Judge Benjamin Schreiber for the right to examine Columbia's books and records, but the motion was denied at 9:30 yesterday morning, a half-hour before the meet opened.

The question of whether the meeting should be adjourned for two weeks was put to a vote and the motion was defeated by a vote of 522,000 shares against adjournment and 10,544 share in favor.

The slate of nominees for directors was elected after some discussion and a proposal by Martin to add three directors to represent common stockholders. However, the proposal was not brought to a vote. The slate includes two new directors, Alfred Hart, president of the Alfred Hart Distilleries of Los Angeles, and Abraham M. Sonnabend, president of the Sonnabend Associated Properties of Brookline, Mass. Hart replaced Arnold Grant and Sonnabend filled the vacancy left by the resignation of Henry Crown. The other directors were reelected; namely, Harry and Jack Cohn, A. Schneider, Leo M. Blancke, N. B. Spingold, Montague and Donald S. Stralem.

A new employment contract for Jack Cohn was approved by the stockholders by unanimous vote, the pact to run for four years at $2,500 a week and giving him the right to reduce his activities after Dec. 31, 1954, at half-salary. A new employment contract for Montague, to run five years at $2,500 a week and an option to purchase 10,000 shares of common stock at $12 a share, was approved by a vote of 522,375 shares to 34,753. The stockholders also, by a vote of 531,450 shares to 22,671, gave an option to buy 1,000 shares of common at $16 per share, to Gerald Rackett, in charge of the company's general laboratory.

Both Jack Cohn and Schneider, vice-president and treasurer, brought the stockholders up to date on the developments of three dimensional and wide screen pictures. They explained that the public was "buying" 3-D and that Columbia would join the parade of companies that will utilize the new medium. They said no decision had been made as to which process would be adopted, but that all systems would be thoroughly explored and studied before a decision is made.

The company's contract with producer Stanley Kramer was clarified to the stockholders. The original contract called for five years, but the pact has been amended so that both parties have the right to terminate the agreement at the end of the third year. The contract now is nearing the end of the second year. Kramer will make "The Caine Mutiny" and two others during the third year of the pact.

Price, Waterhouse and Co. was reelected to serve as the company's auditors for the coming year. Of the 670,669 stock shares outstanding, 565,322 shares were represented at yesterday's meeting.

Offered by Lesser

(*Continued from page* 1)

British Stableford lenticular semi-specular screen which permits a flat picture to "bleed" off a central section onto front-angled surfaces on all sides, giving the "illusion of both depth and panoramic size."

Lesser asserted this screen-equipment, which produces an image one-and-a-half times the normal size, enhances the value of present three-dimensional pictures and "modernizes" films shot "flat."

The Lesser organization acquired the U. S. rights from Donford Corp., Chicago, American licensee.

Lesser also announced that the next program to follow the Stereo-Techniques bill now being roadshowed will be "Three-D Follies," consisting of five 20-minute variety-type shorts, in color, headlined by a comedy star as master of ceremonies.

Pictorial Review Tieup

Representatives of *Pictorial Review* will meet with branch managers and sales staffs of United Artists in 10 of the key cities where *Pictorial Review* is distributed with Sunday Hearst newspapers. The United Artists sales staff will be given reprints of a full-color ad on "Moulin Rouge" which will appear in *Pictorial Review* and they will be shown the circulation pattern of the magazine.

Film Shares

(*Continued from page* 1)

Corp. of America, Columbia Broadcasting and others showed no resistance to the trend. American Broadcasting alone was firm, and that was ascribed to Federal Communications Commission approval of its merger wtih United Paramount Theatres.

Popularity of the film shares, based on public and trade interest in the new three-dimensional and wide screen processes, brought considerable comment from financial writers over the weekend and yesterday.

C. Norman Stabler of the *Herald Tribune,* pointing out that Loew's 20th Century-Fox and National Theatres were the three most active stocks on the Big Board all last week, recalled that amusement shares have had "their tough times since television became popular."

"Now they appear to be coming back into the limelight," he said. "In the meantime, the television and radio companies, although doing a record volume of business, are receiving a polite frown in the stock market. The popular debutante is sitting out a few dances while the former wall flower is the flower of Wall Street."

William Bloeth, financial writer for the *World-Telegram & Sun,* noted that "Movie stocks have led the parade recently, most of the popularity stemming from all the new three-dimensional types in the works. Radio and Zenith were weak members of the video section, Zenith dipping a couple of points at times."

None of the gains of the film shares have been sensational, however, the greatest significance of the activity being the investment public's reawakened interest and the fact that what price advances there have been were registered in the face of a downward market trend.

'Awards' Over NBC, Sponsored by RCA

Hollywood, Feb. 9.—The Academy Awards ceremonies March 19 will be televised and broadcast over NBC nationally, with RCA sponsoring, under a one year deal. It is understood the Academy receives $100,000, with the program running from 7:30 to 8:30.

1953 'Oscars'

(*Continued from page* 1)

for "Sudden Fear," Joseph Kaufman Productions-RKO Radio; Bette Davis for "The Star," Bert Friedlob Productions - 20th Century - Fox; Julie Harris for "The Member of the Wedding," Stanley Kramer Productions, and Susan Hayward for "With a Song in My Heart," 20th-Fox.

Best Supporting Actress: Gloria Grahame for "The Bad and the Beautiful," M-G-M; Jean Hagen for "Singin' in the Rain," M-G-M; Colette Marchand for "Moulin Rouge"; Terry Moore for "Come Back, Little Sheba," and Thelma Ritter for "With a Song in My Heart."

Best Actor: Marlon Brando for "Viva Zapata," 20th-Fox; Gary Cooper for "High Noon"; Kirk Douglas for "The Bad and the Beautiful"; Jose Ferrer for "Moulin Rouge", and Alec Guinness for "The Lavender Hill Mob," J. Arthur Rank.

Best Supporting Actor: Richard Burton for "My Cousin Rachel," 20th-Fox; Arthur Hunnicutt for "The Big Sky," Winchester Pictures-RKO Radio; Victor McLaglen for "The Quiet Man"; Jack Palance for "Sudden Fear" and Anthony Quinn for "Viva Zapata".

Best Director: Joseph L. Mankiewicz for "Five Fingers," 20th-Fox; Cecil B. DeMille for "The Greatest Show on Earth"; Fred Zinneman for "High Noon"; John Huston for "Moulin Rouge" and John Ford for "The Quiet Man".

Houser, Cantor Start New RKO Duties

Mervin Houser and David Cantor yesterday took over their duties at RKO Radio as home office publicity director and exploitation director, respectively. Both appointments were made last week by Perry W. Lieber.

Houser, former assistant to Lieber, has been in the industry in various advertising, exploitation and publicity capacities with practically all major companies. He served also as director of advertising and publicity for Cecil B. DeMille and as associate director of advertising, publicity and exploitation for David O. Selznick. He was with RKO in 1936-37 and rejoined the company in 1949.

Cantor's industry experience began 25 years ago with Warner Brothers. He joined RKO in 1940 as Western field supervisor.

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OMPI to Continue Film Course Aid

The Board of Superintendents of the New York City Board of Education in cooperation with the Organization of the Motion Picture Industry of the City of New York is continuing for the second consecutive year the in-service course on motion pictures for teachers.

Dr. Jacob Greenberg, associate superintendant, is directing the program and Rita Hochheimer, assistant director of visual education, is serving as coordinator, in cooperation with Fred J. Schwartz, president of Century Theatres and chairman of the OMPI. The course deals with the production, distribution and exhibition of theatrical motion pictures and ther educational and social implications for teachers.

Schwartz will conduct the first lecture on Feb. 10 and will cover the theatre owner's role in the motion picture industry. Prof. Robert Gessner, chairman of the motion picture department of Washington Square College of Arts and Science, of New York University, will speak at the second session on Feb. 17, and Walt Disney's feature film "Peter Pan" will be shown at the third session on Feb. 24. The programs for future sessions will be announced later.

Drop 'Limelight' in N. O.

NEW ORLEANS, Feb. 9.—On orders from RKO Theatres home office, Charles Chaplin's "Limelight" was withdrawn from the Orpheum Theatre here. The booking had been protested by the local American Legion.

DuMont, Para.

(*Continued from page* 1)

the decision is effective immediately. All parties to the case, however, have 30 days in which to ask the Commission for a rehearing on the decision.

The decision approved the transfer of control of Paramount Television Laboratories, Inc., from the parent company, Paramount Pictures. PTI is the licensee of KTLA, Los Angeles television station.

In addition the Commission approved the transfer of control of WSMB-AM and WSMB-FM, New Orleans stations, from the parent company to UPT.

The Commission further granted the license applications for KTLA, WBKB, WSMB, and for the three DuMont television stations. Until now all of these stations have operated on temporary licenses, which had to be renewed periodically. As a result of today's decision, the licenses are now permanent.

Commissioners Hennock and Webster dissented from approval of the merger, Hennock because it would not serve the public interest, Webster because he felt action on the merger should be withheld "until the record is clear as to whether United Paramount Theatres has engaged in antitrust violations."

Commissioners Hyde and Sterling dissented from the DuMont control finding, upholding the FCC examiner's initial decision which found that Paramount did not control DuMont. Commissioners Hennock and Webster declared that Paramount should divest itself of its stock in DuMont "in a manner considered by the Commission to be in the public interest."

In approving the merger the Commission decision said that "there is no reasonable probability that the merger will substantially lessen competition or tend to monopoly in any section of the country in any line of commerce." The decision went on to say that it saw no "substantial lessening of competition" between home and theatre television as resulting from the merger between the two media. The Commission discarded the contention that UPT was entering into the merger in order to suppress ABC and thus "cripple television," and pointed out that such a course would "cripple UPT financially."

In ruling on the question of Paramount's control of Dumont the Commission decision said that the record in the case "shows that as a matter of basic organization, Paramount has been given a dominating position in DuMont which sets it apart, in terms of influence, from all of the other stockholders." This position, the decision said, results from the stock plan adopted by the company and is reflected in the selection of the board of directors, selection and function of officers and the "veto control of basic matters of corporate activity which require the consent of both classes of stock."

The decision had this to say about the anti-trust issue:

"We are impressed by the great progress that has been made and we have a reasonable expectation that the anti-trust activities which the Paramount people are abandoning in the unregulated field of motion picture distribution will not be imported into the licensed field of broadcasting. They have not done so in their broadcast operations in the past and we do not anticipate that they will do so in the future."

In his dissent on the merger, Commissioner Webster asked that the record be reopened "for the purpose of taking full and complete testimony with respect to whether Paramount Pictures Corp. and United Paramount Theatres, Inc., have continued the monopolistic practices engaged in by Paramount Pictures, Inc."

Both Webster and Commissioner Hennock dissented from the portion of the decision which granted licenses to the stations operated by the Paramount companies. Webster called the parent company's officers "completely negligent, indifferent and inept" in their responsibilities under the Communications Act. Hennock declared that the officers of Paramount Pictures and UPT cannot be held "qualified from the standpoint of character and conduct to be licensees of radio and television stations." She asked that the hearing be reopened and completed on this issue.

House to Probe FCC On Its Policies

Washington, Feb. 9.—Members of the Federal Communications Commission will go before the House Commerce Committee on Thursday and Friday, Feb. 19 and 20, for questioning on current FCC policies. The House Committee is quizzing all Federal agencies subject to its jurisdiction. The FCC questioning will probably include theatre television and the approved merger between American Broadcasting and United Paramount Theatres.

'U-I' Heads to Hold Latin America Meets

Universal-International foreign general sales manager Americo Aboaf reported here yesterday that regional sales meetings have been scheduled at which home office executives will confer with the managers of U-I branches throughout Latin America.

President Milton R. Rackmil, executive vice-president Alfred E. Daff, foreign department executive Ben M. Cohn and Latin American supervisor Al Lowe are members of the New York contingent which will meet in Mexico City with the Caribbean area managers on Feb. 14 and 15 and with South American managers on Feb. 18 and 19 in Lima, Peru.

Attending from the Caribbean area will be: Ramon Garcia, Cuba; Morris Paiewonsky, Dominican Republic; Alfredo Holguin, Mexico; Saul Jacobs, Panama and Central America; Harold Dudoff, Puerto Rico and Dominican Republic; Tony Garcia, Trinidad and British Guiana; Robert Ferber, Venezuela; Dario Vazquez, representing Caribe Films, U-I distributors in Colombia.

At the Lima meeting will be: Monroe Isen and Enrique Pardo, Argentina; Rudi Gottschalk, Daniel Tikhomiroff and Enderson de Figueiredo, Brazil; Raul Viancos, Chile; Francisco Puig J., Ecuador; Alejandro Undurraga, Peru; James Alexander, home office representative, Uruguay.

On the agenda of both meetings will be the screening of new product and the "Daff Third-of-a-Century Drive," a global sales competition.

Hughes Gets Stock

(*Continued from page* 1)

last November of unfavorable publicity concering the previous business activities of some and the unsavory associates of others.

Under the Hughes-Stolkin agreement, a payment of $150,000, designed to evidence good faith in carrying out the balance of the stock purchase agreement, is to come due on Thursday. The syndicate's decision not to make the payment brings about the termination of the deal.

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Merger

(Continued from page 1)

merged company. In return for their 1,689,017 shares of common, ABC stockholders will receive 608,047 shares of five per cent $20 par preferred and 666,717 shares of common stock of the merged company. The common stock held by stockholders of UPT will remain unchanged.

As a division of American Broadcasting-Paramount Theatres, Inc., the American Broadcasting Co., continuing the company and the ABC trade name, will operate the owned radio and television stations in New York (WJZ, WJZ-FM, WJZ-TV); Chicago (WENR, WENR-FM, WBKB); Detroit (WXYZ, WXYZ-FM, WXYZ-TV); Los Angeles (KECA, KECA-FM, KECA-TV); San Francisco (KGO, KGO-FM, KGO-TV), in addition to the nationwide ABC radio network and the ABC television network.

Theatre operations of the merged company will continue to be conducted on a decentralized basis by subsidiary regional companies.

The merged company will own and operate Channel 7 in Chicago, under the WBKB call letters. It was announced that television station Channel 4 in Chicago (now known as WBKB), owned and operated by UPT subsidiary, the Balaban and Katz Corp., is being sold to the Columbia Broadcasting System for $6,000,000. Sale of the station was necessitated by FCC regulations prohibiting ownership of more than one television station in a given community. Channel 7 is now known as WENR-TV but its call letters will be changed to WBKB.

Commenting on the merger, Goldenson said, in part: "The American public is looking to a strengthened ABC for new and more varied programming on both radio and television. More entertaining, interesting and informative programs—these are the goals. It will, of course, take time, but we shall do our utmost in the coming years to keep faith with the public and the many radio and television station affiliates, stockholders and employees who see in this merger an opportunity to build a vigorous, public minded and profitable broadcasting operation."

Robert E. Kintner, who will continue as president of the American Broadcasting Co., a division of the merged company, said, "With added capital and with strengthened manpower, ABC will now have the weapons with which to compete more effectively.

"We recognize and accept eagerly the opportunity given to ABC through this merger to stimulate more vigorous competition within the radio-television broadcasting industry."

List Officers

Officers of the merged company, in addition to Goldenson, president, will include, from UPT, Walter W. Gross, vice president and general counsel; Edward L. Hyman, Sidney M. Markley and Robert M. Weitman, vice presidents; Robert H. O'Brien, secretary-treasurer; Simon B. Siegel, Comptroller, and James L. Brown, assistant treasurer.

The UPT directors on the board of the merged company are John Balaban, A. H. Blank and Robert B. Wilby, heads of UPT theatre operating subsidiaries; John A. Coleman, member of the New York Stock Exchange firm of Adler, Coleman and Co.; Charles T. Fisher, Jr., president of the National Bank of Detroit; E. Chester Gersten, president of the Public National Bank & Trust Company of New York; UPT president Goldenson; Gross, UPT vice-president; Robert L. Huffines, Jr., director of Burlington Mills Corp. of Greensboro, N. C.; William T. Kilborn, president of the Flannery Manufacturing Co. of Pittsburgh; Walter P. Marshall, president of Western Union Telegraph Co.; O'Brien, UPT secretary-treasurer, and Herbert Schwartz, president of City Stores, Inc.

The five ABC directors who will join the new board are Edward J. Noble, ABC chairman, and Robert E. Kintner, ABC president; Earl E. Anderson and Robert H. Hinckley, vice presidents of ABC and Owen D. Young, honorary chairman of the board of directors of the General Electric Co.



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Theatre TV Hearings

(Continued from page 1)

sion on the hearings late this week or early next week. In any event, there probably won't be a resumption of the hearings for two weeks, since the Commission will be tied up until then in oral arguments on other cases.

Today's session was characterized by insistent Commission probing for details on exactly how when and by whom a theatre television service would be operated. Marcus Cohn, attorney for the National Exhibitors Theatre Television Committee, bore the brunt of the Commission's perplexed questioning on policy and programming for the service. Motion Picture Association of America attorney Vincent Welch took over to answer technical questions.

Chairman Walker hammered away frequently at the possibility that a theatre television service would be monopolistic, taking away from home television sports and public events which home viewers have been seeing.

"If we license theatre people," Walker asked, "are we building up a perpetual monopoly of news and events heretofore available to the public?" Walker wondered if the FCC was being used "unwittingly as an agency to perpetuate" a practice which would take events away from home television.

Cohn declared that the person who owned the rights to a program would decide whether or not to put it exclusively on theatre television, but assured Walker that theatre television wouldn't take anything away from home television. "It has been doing it," Walker replied, but asked if theatre television would continue doing it in the future. Cohn answered that it would happen "only on rare occasions."

Cohn estimated that within 10 years there would be from two to five hours of theatre television programs available to theatres daily. Within a couple of years, he said, if theatre televisions moves forward "with rapidity," there would be one to two hours available. He could not say, however, how much the frequencies would be used if the Commission made exclusive allocations of frequencies for theatre television.

Repeated questioning from Commissioner Hennock centered on names of individuals or companies that would be applicants for theatre television frequencies. Cohn told the Commissioner that he would produce witnesses who would testify that they would participate in companies that would be applicants for theatre television channels. They would be people with "faith in the theatre television art" coming from "every field in the United States," he said.

Cohn told the Commission that the industry was willing to have the Commission write into its rules a prohibition against the use of film on theatre television programs, "except incidentally." He also told the Commission it would prohibit the use of advertising on theatre television programs.

Welch outlined the drawbacks involved if a common carrier should transmit theatre television programs, saying that there would be frequency conflicts, interconnection problems and a poor quality of service. "We want exclusive allocations for theatre television," he said, "and we don't care where you put them."

He told the Commission that witnesses would testify that the American Telephone and Telegraph Co. could only provide for 23 per cent of the theatre television programs planned.

Some lessening of competition might occur as the result of the merger, the Commission decision said, but it would not be "substantial" in view of the "external competition facing UPT theatres and ABC radio and television stations and affiliates "throughout the country."

"It has been suggested," the decision went on, "that the Commission's decision on the merger will eventually permit the motion picture industry to take over television." This argument ignores the fact, the decision said, that the Commission exercises a continuing supervision over the growth of television and must approve television station licenses, transfers and renewals of license.

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS of

"PORT SINISTER"

ALBANY Fox Scr. Rm. 1052 Bway	Tues.	2/17	3:30 P.M.
ATLANTA RKO Scr. Rm. 195 Luckie St., N.W.	Tues.	1/7	10:30 A.M.
BOSTON RKO Scr. Rm. 122-28 Arlington St.	Tues.	2/17	2:30 P.M.
BUFFALO Mo. Pic. Oper. Scr. Rm. 498 Pearl St.	Tues.	2/17	3:30 P.M.
CHARLOTTE Fox Scr. Rm. 308 S. Church St.	Tues.	2/17	3:30 P.M.
CHICAGO RKO Scr.Rm. 1300 S. Wabash Ave.	Tues.	2/17	11:00 A.M.
CINCINNATI RKO Palace Scr. Rm. 12 E. 6th St.	Tues.	2/17	9:30 P.M.
CLEVELAND Fox Scr. Rm. 2219 Payne Ave.	Tues.	2/17	10:30 A.M.
DALLAS Rep. Scr. Rm. 412 S. Harwood St.	Tues.	2/17	10:30 A.M.
DENVER Para. Scr. Rm. 2100 Stout St.	Tues.	2/17	3:30 P.M.
DES MOINES Fox Scr. Rm. 1300 High St.	Tues.	2/17	10:30 A.M.
DETROIT Blumenthals Scr. Rm. 2310 Cass Ave.	Tues.	2/17	10:30 A.M.
INDIANAPOLIS Univ. Scr. Rm. 517 N. Illinois St.	Tues.	2/17	2:30 P.M.
KANSAS CITY Para. Scr. Rm. 1800 Wyandotte St.	Wed.	2/18	1:00 P.M.
LOS ANGELES RKO Scr. Rm. 1980 S. Vermont Ave.	Tues.	2/17	10:30 A.M.
MEMPHIS Fox Scr. Rm. 151 Vance Ave.	Tues.	2/17	2:30 P.M.
MILWAUKEE Warner Scr. Rm. 212 W. Wisconsin Ave.	Tues.	2/17	10:30 A.M.
MINNEAPOLIS Fox Scr. Rm. 1015 Currie Ave.	Tues.	2/17	10:30 A.M.
NEW HAVEN Fox Scr. Rm. 40 Whiting St.	Tues.	2/17	3:30 P.M.
NEW ORLEANS Fox Scr. Rm. 200 S. Liberty St.	Wed.	2/18	10:30 A.M.
NEW YORK RKO Scr. Rm. 630 Ninth Ave.	Tues.	2/17	10:30 A.M.
OKLAHOMA Fox Scr. Rm. 10 North Lee St.	Tues.	2/17	2:30 P.M.
OMAHA Fox Scr.Rm. 1502 Davenport St.	Tues.	2/17	10:30 A.M.
PHILADELPHIA RKO Scr. Rm. 250 N. 13th St.	Tues.	2/17	10:30 A.M.
PITTSBURGH RKO Scr. Rm. 1809-13 Blvd. of Allies	Tues.	2/7	3:00 P.M.
PORTLAND Star Scr. Rm. 925 N.W. 19th Ave.	Tues.	2/17	10:30 A.M.
ST. LOUIS RKO Scr. Rm. 3143 Olive St.	Tues.	2/17	11:00 A.M.
SALT LAKE CITY Fox Scr. Rm. 216 E. 1st St. South	Tues.	2/17	2:30 P.M.
SAN FRANCISCO Fox Scr. Rm. 245 Hyde St.	Tues.	2/17	10:30 A.M.
SEATTLE Jewel Box Scr. Room 2318 2nd Ave.	Tues.	2/17	2:30 P.M.
SIOUX FALLS Hollyw'd Thea. 212 N. Philips Ave.	Tues.	2/17	9:00 A.M.
WASHINGTON Film Center Scr. Rm. 932 New Jersey Ave.	Tues.	2/17	3:30 P.M.

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TOMORROW!

WATCH THE CAPITOL THEATRE, NEW YORK. We predict the same kind of spectacular grosses Charles Skouras is piling up at the Fox-Wilshire, L. A.

ROMULUS presents

JOSÉ FERRER *in John Huston's* MOULIN ROUGE

COLOR BY Technicolor

ROMULUS presents JOSÉ FERRER in John Huston's "MOULIN ROUGE" • Color by Technicolor • with ZSA ZSA GABOR
SUZANNE FLON • And Introducing • COLETTE MARCHAND • A ROMULUS Production • Directed by JOHN HUSTON
Screenplay by Anthony Veiller and John Huston • From the Novel "MOULIN ROUGE" by PIERRE LA MURE

THE BIG NEWS TODAY COMES FROM **UA**

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 29 NEW YORK, U.S.A., WEDNESDAY, FEBRUARY 11, 1953 TEN CENTS

'3-D' Impact Beginning To Hit Exhibitors

Demand Mounting for Equipment Uniformity

Exhibitors of the nation are "in a dither" over the sudden invasion of tri-dimensional and wide screen pictures and the situation almost has reached a state of panic, according to theatre owners and sales executives who have visited the field recently. The big cry, it was said, is the demand for standardization of equipment as exhibitors are having "nightmares" over the possibility of having to use different systems for each company's product.

Col. H. A. Cole, Texas Allied leader, said here yesterday that the impact was beginning to hit Texas showmen who are still uncertain as to whether the industry has a new toy of which the public will soon tire or a now permanent fixture.

A sales executive who has just returned from a tour of several terri-

(*Continued on page 6*)

Cinerama in Warner Theatre, Hollywood

HOLLYWOOD, Feb. 10.—A contract for the installation of Cinerama equipment in the Warner Theatre here is scheduled to be signed today following the return to New York of Harry M. Kalmine, head of Warner Theatres. The deal was set here between Kalmine and Joseph Kaufman, director of exhibition for Cinerama.

The deal is the first for a major circuit theatre to be made by Cinerama. The installation is scheduled to be completed by late May and will

(*Continued on page 6*)

International-United Plans Two in '3-D'

International-United Pictures has arranged to produce two tri-dimensional pictures in Europe this year, utilizing the Stereo Techniques process, it was disclosed here yesterday by David Coplan, I-U president. Coplan, who has just returned from a six-week European tour, said that two stories had been tentatively selected, but that he would await the release of 3-D pictures currently in

(*Continued on page 6*)

Top-Level Turnout At N. Y. Tribute To Zukor March 4

Presidents, board chairmen and top distribution executives of every company in the motion picture industry will serve on committees named by Variety Clubs International for the Adolph Zukor Jubilee Dinner which will be held on Wednesday, March 4, at New York's Waldorf-Astoria, in celebration of the 50th anniversary of the opening of Zukor's first Penny Arcade on Union Square in New York City, according to an announcement by Harry Brandt, chairman of the Jubilee Dinner, and Robert J. O'Donnell, international chairman of the

(Continued on page 3)

Arnall Mentioned For Governorship

ATLANTA, Feb. 10.—Ellis Arnall, president of the Society of Independent Motion Picture Producers and former governor of Georgia, is being mentioned as a possible gubernatorial candidate in Georgia in 1954. This was brought out this week in the local *Journal and Constitution.*

Charles Pou, a political writer for the newspaper, pointed out that Arnall's name is "mentioned more often

(Continued on page 3)

Senator Tobey Hits FCC Merger Ruling

Senator Tobey (Rep., N.H.), visiting here yesterday, characterized the Federal Communication Commission's approval of the United Paramount Theatres — American Broadcasting merger as a "grave mistake."

"It will come up to plague them in years to come," he said. Asked what course of action he would take in light of his opinion, the Senator said that he had not decided as yet.

Horwits Promoted At U-I Studio

Al Horwits, for the past four years studio publicity director at Universal-International, has been advanced to the newly-created post of executive aide to the studio executive committee and will handle special public relations on the Coast, the company reported here yesterday.

In addition to his duties with the executive committee, Horwits also will have charge of special projects involving studio talent.

Horwits, for many years a newspaperman in Philadelphia, joined Uni-

(*Continued on page 6*)

Cole Reports Possible Tax Hearing in Early March

While there is no definite indication as to when there will be a Congressional hearing on the repeal of the Federal admission tax, there is a possibility that a session may be held in early March, Col. H. A. Cole, of the Council of Motion Picture Organization's tax committee, said here yesterday. Cole stopped in New York yesterday en route from Dallas to Washington where he will confer with Abram F. Myers, Allied's general counsel.

Cole said that Herman Hoffman, executive assistant to Dore Schary, M-G-M production chief, had been in Dallas and other Texas cities to shoot scenes for a 20-minute anti-tax subject which will be shown to the House Ways and Means Committee. Hoffman and a camera crew also will shoot material showing the distress caused by the tax, in Oklahoma, Kansas and Michigan.

Texas COMPO's plans for a 22-car streamliner train to carry a motion picture exposition around the country probably will be suspended, at least as a project for this year, Cole said.

See Peck Heading Anti-Trust Division

Washington, Feb. 10.—New York City Judge David W. Peck will probably be the new Assistant Attorney General in charge of the Justice Department's anti-trust division.

It is reliably reported here that Attorney General Herbert Brownell will make the appointment soon. With Brownell, the head of the anti-trust division will decide whether the 16mm. anti-trust suit should be prosecuted or withdrawn.

Wrong Tactics Used in FCC TV Hearings

Failed to Show Policy, Need for Theatre TV

By J. A. OTTEN

WASHINGTON, Feb. 10.—Industry attorneys have admitted that they used the wrong tactics in presenting the case for theatre television frequencies to the Federal Communications Commission.

They now realize that they should have started off their testimony with industry and public officials testifying to the need for theatre television and its possible uses, and then put on technical and cost details. As it was, they started off with the technical and cost aspects and ran into a barrage of criticism from a Commission not sold on the need for the new service.

"We put the cart before the horse,"

(Continued on page 3)

Harry Cohn's Pact Extended to 1955

WASHINGTON, Feb. 10.—The contract of Harry Cohn, president of Columbia Pictures, has been extended to Feb. 10, 1955, the Securities and Exchange Commission was notified.

The extension came in the form of a contract modification filing, which continues his salary as executive producer at $3,500 weekly and a general expense allowance of $300 per week. Other modifications eliminated the six-month cancellation clause which al-

(Continued on page 3)

Green Reported with 70,000 Proxy Shares

Charles Green, who is reported to be planning a proxy fight at the annual meeting of 20th Century-Fox stockholders, is understood to have rounded up proxies representing approximately 70,000 shares of 20th-Fox stock. Close associates of Green are continuing to buy company stock, it is reported. However, Green is silent as to his plans for the May meeting.

Meanwhile, 20th-Fox is reported to be taking steps to offset any strategy

(Continued on page 3)

Personal Mention

STEPHEN BOSUSTOW, president of United Productions of America, and CHARLES DAGGETT, vice-president in charge of public relations, will arrive here from the Coast today.

•

EDWARD L. HYMAN, United Paramount Theatres vice-president, and assistant, BERNARD LEVY, have returned here from a three-week trip in the West.

•

HERB STEINBERG, Paramount publicity manager, and ROSEMARY CLOONEY have returned to New York from a week of Eastern seaboard promotion.

•

DICK DICKSON, general manager of the Roxy Theatre here, was guest on the "Meet the Boss" DuMont Television Network show last night.

•

DAVID LEWIS, Loew's International Corp. regional director for Continental Europe, is en route to Paris from here aboard the *S.S. Queen Mary*.

•

NED CLARKE, Walt Disney Productions foreign sales supervisor, has arrived in Paris from New York on the first stop of a seven-week tour.

•

DAN S. TERRELL, M-G-M publicity-exploitation manager, is due to return to New York from San Francisco today.

•

MARCEL HELLMAN, director of Excelsior Film Productions, London, is in New York for three weeks.

•

NORMAN Z. MCLEOD, RKO Radio director, has returned to Hollywood from New York.

•

ERIC JOHNSTON and KEN CLARK of MPAA are due back in Washington from the Coast at the weekend.

New Name for RTMA Proposed to Board

A recommendation that the Radio-Television Manufacturers Association change its name to Electronics Manufacturers Association or a similar title has been made by a special committee of the technical products division of the RTMA. A. D. Plamondon, RTMA president, told the association's mid-winter board meeting that any change in name would be submitted to the full membership.

Paul Galvin, chairman of a committee to survey subscription television, reported his group would continue its survey and confer shortly with representatives of the broadcasting industry. He said there was no opposition to subscription TV by his committee.

No Paper Tomorrow

***Motion Picture Daily* will not be published tomorrow, Lincoln's Birthday, a legal holiday.**

42 U.A. Exploiteers Will Handle 'Rouge' and 'Bwana'

With "Moulin Rouge," a John Huston production, and "Bwana Devil," Arch Oboler's three-dimensional film, moving into release, United Artists has expanded its exploitation operations with the addition of 42 fieldmen to handle the two pictures alone, it was announced by Francis M. Winikus, national director of UA advertising-publicity.

Under the supervision of exploitation director Mori Krushen, who has just returned from a nation wide tour, the increased staff is divided almost equally between "Moulin Rouge" and "Bwana Devil," with additional exploiteers handling other United Artists releases.

Approximately 20 exploiteers are now in the field for "Moulin Rouge," doing advance planting and preparing for pre-release engagements in Chicago, Boston, Philadelphia, San Francisco, Miami, Detroit, Pittsburgh, Cleveland, Buffalo, Indianapolis, Louisville, St. Louis, Kansas City, Minneapolis, Milwaukee, Syracuse, Rochester, Dallas, Houston, New Orleans, San Antonio and Atlanta.

A similar string of key cities is being covered by a like field staff for "Bwana Devil."

Lincoln-Washington Birthday Closings

Six company home offices will be closed all day tomorrow, Lincoln's Birthday, and most of the others will close at 1:00 P.M. Allied Artists, M-G-M, RKO Pictures, RKO Theatres, 20th Century-Fox and United Paramount Theatres will be closed all day. Closing at 1:00 P.M. will be Columbia, Paramount Pictures, United Artists, Universal-International, Warner Brothers and the Motion Picture Association of America. Republic was still undecided at press time.

All of the above-mentioned companies except Republic and United Artists will be closed all day Monday, Feb. 23, in celebration of the Washington's Birthday holiday. Republic and UA had not yet made a decision.

Isaacs President of New England Allied

BOSTON, Feb. 10.—Irving Isaacs was elected president of Independent Exhibitors, Inc., of New England today, succeeding Norman Glassman, who becomes chairman of the board. Also elected were Melvin B. Safner, first vice-president; Herbert Brown, second vice-president; Julian Rifkin, treasurer, and Albert B. Lourie, secretary. Ray Feeley continues as executive secretary.

$5,400 for 'Peter'

CHICAGO, Feb. 10.—An excellent opening day gross of $5,400 was racked up by "Peter Pan" at the State Lake Theatre here. Approximately 70 per cent of the patrons were adults, according to the theatre manager.

Chairmen Named for 'Brotherhood Week'

Thomas F. O'Connor, home office chairman for the amusement industry's participation in "Brotherhood Week," starting Sunday, on behalf of the silver anniversary of the National Conference of Christians and Jews, has announced the following chairmen for home offices:

Martin Newman, Century Theatres; T. J. Walker, Comerford Theatres; Mary Becker, Fabian Theatres; Mary E. Tuttle, RKO Theatres; Ray Wemple, United Artists Theatre Circuit; Spyros S. Skouras, Jr., Skouras Theatres.

Also, Eddie Hyman, United Paramount Theatres; Leo Jaffee, Columbia Pictures; Pincus Sober, Loew's; John Michelson, Monogram; Burton Robbins, National Screen Service; Al Schwalberg, Paramount Pictures; Garrett Van Wagner, RKO Radio Pictures; Margaret Monte, Republic Pictures; William Gehring, 20th Century-Fox; Norman Hasselo, United Artists; Anthony Petti, Universal; Bernard R. Goodman, Warner Brothers.

Joint Convention for Ala., Ga., Exhibitors

BIRMINGHAM, Feb. 10.—The Alabama Theatres Association and the Motion Picture Theatre Owners of Georgia will hold a joint convention at the Atlanta Biltmore Hotel, Atlanta, May 31-June 2. This was decided at the recent exhibitors' annual convention here.

The ATA, a unit of the Theatre Owners of America, voted approval of the principle of arbitration and went on record approving the action of the TOA board of directors in seeking a meeting of all exhibitor groups in an attempt to develop an acceptable arbitration system.

R. M. Kennedy was re-elected president of the ATA as were all other officers, including R. C. Cobb, vice-president; T. E. Watson, secretary-treasurer, and Mack Jackson, national TOA representative.

TOA president Alfred Starr attended the convention and gave a report on the organization's board meeting in New York last month.

Rites Thursday for Homer F. Strowig

KANSAS CITY, Feb. 10.—Services for Homer F. Strowig, who died Monday in an automobile accident while coming here from Abilene, will be held in that city Thursday. Strowig, the owner of three theatres in Abilene as well as others in association and at his death the treasurer of the Kansas-Missouri Theatre Association, has twice been a president of the unit.

He is survived by the widow and two sons, Calvin and Robert.

Congressman Cites Goldwyn for 'Hans'

Washington, Feb. 10.—Rep. Ben F. Jensen (R., Iowa) eulogized producer Sam Goldwyn and told Congress that his "Hans Christian Andersen" was "one of the great motion picture achievements of all time."

Jensen said he had never before seen a picture "so filled with joy and happiness for people of all ages," and declared that "America can well be proud of Samuel Goldwyn for his magnificent contribution to the entertainment of the world."

'Hans' Earns Over $600,000 to Date

Over $600,000 in film rentals has been earned by RKO Radio Pictures on the first six engagements of Samuel Goldwyn's "Hans Christian Andersen," it is learned.

The robust gross was racked up in two situations in New York, where the picture opened for the Thanksgiving holidays, and theatres in Boston, Los Angeles, Miami and Miami Beach, which ushered in the film with the Christmas season. The Goldwyn production is still going strong in all six situations, a company spokesman stated.

Thirty other engagements, in addition to last week's Philadelphia opening at the Midtown, are slated for later this month, it was stated.

Senate to Probe Anti-Trust Laws

WASHINGTON, Feb. 10.—The Senate Judiciary Committee has approved a resolution calling for the Committee to make a complete study and investigation of the Federal anti-trust laws and the need for new legislation to change or strengthen those statutes.

Japan Executive Here

Masaichi Nagata, president of Daiei, one of Japan's leading production companies, was the guest of honor here yesterday at a luncheon at the Harvard Club, given by the Motion Picture Association of America. The luncheon was attended by foreign department managers of member companies and James Mulvey, president of Samuel Goldwyn Productions. Nagata, who also is president of the association that corresponds to the MPAA, is here on a periodic visit, this time with an accent on "3-D" developments.

Maloney Services Held

HARTFORD, Feb. 10.—Funeral services for Harold H. Maloney, veteran Loew's Poli circuit manager, were held yesterday in Worcester, Mass. Maloney, 67, who had been manager of Loew's Poli, Worcester, since 1936, died last Friday at the Worcester City Hospital.

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BBC Seeks New TV Film Programs

London, Feb. 10.—With "Current Release," the present BBC television program about films, scheduled to end next month, BBC has made tentative proposals to the British Film Producers Association in regard to a trial series of a new and more selective film program.

The new program would be known as "Film Scrapbook" and would deal with "important" films, old and new. The proposal has been referred to the joint committee of the four film trade associations here.

Theatre TV

(*Continued from page* 1)

Marcus Cohn, attorney for the National Exhibitors Theatre Television Committee, admitted. "We should have put policy and need first. That is why we rightfully have to stop the proceedings now and answer questions that are bothering the Commission."

FCC attorneys privately agree that the commissioners would have been less inclined to pick to pieces the industry's technical testimony if they had been more convinced that theatre TV was an important new development.

The FCC is expected to announce late this week or next week whether it will continue the theatre TV hearings and if so, whether it will change any of the issues in the proceeding.

Greene Reported

(*Continued from page* 1)

attempted by Green. This is said to be in the form of letters to stockholders, pointing up corporate efficiency and general company progress.

Jack L. Warner and Greene in Stock Deals

WASHINGTON, Feb. 10.—A report issued here by the Securities and Exchange Committee shows these changes in the holdings of companies' stock by officers or directors:

Jack L. Warner bought 17,100 shares of Warner Brothers common, bringing his total direct and indirect holdings to 413,848 shares; a trust account controlled by David Greene bought another 4,200 shares of RKO Theatres common, bringing his total direct and indirect holdings to 70,750 shares; Jacob Starr bought 7,000 shares of Trans Lux common, for a total of 15,400 shares.

Music Hall Hurok Party

Russell V. Downing, president of Radio City Music Hall, will be host at a reception and midnight champagne party in the Music Hall studio apartment in honor of Sol Hurok following conclusion of the premiere evening performance tomorrow of 20th Century-Fox's "Tonight We Sing," based on Hurok's career.

Skiatron Vice-Pres.

Rear Admiral Timothy J. O'Brien (retired) has been elected vice-president of Skiatron Electronics and Television Corp., it was announced by Arthur Levey, president.

Review

"Tangier Incident"

(*Allied Artists*) *Hollywood, Feb.* 10

RECENT spirited comments by distinguished heads of government on the question of whether Russia has a workable atomic bomb or hasn't one may turn out to have kindled timely interest in subjects having to do with how and why government secrets are obtained by one country from another without leave. This picture deals with the kind of espionage that is responsible for delivery of one nation's scientific information to the agents of another nation, or rather with the attempted delivery, and it has George Brent in the role of the American who thwarts not one but three espionage plots. Apart from its possible timeliness, the picture contains no extraordinary or differentiating features or characteristics.

The screenplay by George Bricker has Brent posing as a black market operator in Tangier, although actually in the employ of the American legation, and it is his mission to upset the plans of three atomic-scientists meeting in Tangier to pool their secrets and sell them, in a package, so to speak, to the Communists. The twistings and turnings of the story thresh up such materials as deceptions, counter-deceptions, masquerades, disguises, plastic surgery and killings, with Brent emerging successful over his adversaries.

Lindsley Parsons produced the picture, with Ace Herman as associate, and Lew Landers directed it. Dorothy Patrick, Mari Aldon, Bert Freed, Dan Seymour and Dayton Lummis head the support.

Running time, 77 minutes. General audience classification. Release date, Feb. 1.

WILLIAM R. WEAVER

Republic Directors To Meet Monday

Republic's board of directors will meet here Monday, the date having been advanced from the regularly scheduled meeting on the last Thursday of each month, which would have been Feb. 26. The reason for the advanced date is that president Herbert J. Yates is going to Europe and will not be here on the previously scheduled meeting day.

It is reported unofficially that the question of a successor to James R. Grainger as general sales manager will come up at the meeting. While there has been no indication of whom will be named to the post, it is understood that Yates has been considering several men and may already have selected his man. There have been strong reports that Grainger's successor may be picked from the foreign field.

Scout Fund Drive Under Way This Week

Solicitation of funds for the 1953 campaign of the Boy Scout Councils of Greater New York is taking place this week, designated Boy Scout Week, it was announced by Charles Boasberg and Leon Bamberger of RKO Radio, who head the industry-wide committee for the drive.

Jack Ellis has been added to the committee as co-chairman of film exporters and importers, along with Phil Lewis.

Adelman to Appeal

DALLAS, Feb. 10.—Robert L. Wright, former Justice Department anti-trust attorney, who is counsel for I. B. Adelman, plaintiff in a trust suit against major distributors and the Interstate Circuit, has filed an appeal here from the directed verdict of District Court Judge H. W. Atwell which resulted in the dismissal on Jan. 14 of Adelman's suit involving his Delman Theatre, Dallas.

Connolly Joins AA Here

Helen Agnes Connolly, formerly with 20th Century-Fox here, joined Allied Artists' local publicity office as assistant to Harry Goldstein, Eastern publicity representative.

Rejects Crescent Drive-in Petition

NASHVILLE, Feb. 10.—U. S. District Court Judge Elmer Davies has denied a request of Crescent Amusement Co. for permission to build a new drive-in theatre near Hopkinsville, Ky.

Crescent asked for permission to build a drive-in at Hopkinsville and another in the suburbs of Nashville. The Justice Department opposed both projects. Davies ruled on the Hopkinsville drive-in and another hearing will be held later on the one proposed for Nashville.

House 'Red' Probe to Reopen on March 23

WASHINGTON, Feb. 10.—Rep. Donald Jackson (R., Calif.) said March 23 has tentatively been set for the reopening of the House Un-American Activities Committee's hearings in Los Angeles on Communism on the West Coast. The hearings are expected to have some witnesses on the film industry, but to date even more with radio, television, defense plants and other industries.

Astor Gets Rights To 2 Shelton Films

All rights to two new color by Cinecolor features made by Hall Shelton—"Love Island" and "Born to the Saddle"—have been acquired outright by Astor Pictures Corp., according to R. M. Savini, Astor president.

He also reported that Astor had signed a contract with Hal Roach, Jr., for six new films now in production at the Hal Roach Studios on the Coast.

'Pan,' 'Sing' Share Plugs

Twentieth Century-Fox's "Tonight We Sing" will share the "Go See" designation with Walt Disney's "Peter Pan" in the New York subway cars this month. Both pictures will be plugged with 14,000 poster cards.

37½-Cent Roxy Dividend

A quarterly dividend of 37½ cents per share on Roxy Theatre, Inc., stock has been declared, payable March 2 to stockholders of record on Friday.

Settle 'Lab' Strike At UK Pathe News

London, Feb. 10.—The two weeks old strike of 100 members of the Association of Cine Technicians at Pathe Laboratories here and which has prevented production of Pathe Newsreel for that length of time, was settled today on terms agreeable to both sides. However, since union maintenance workers were withdrawn from the plant during the strike considerable reconditioning is necessary before normal operations can be resumed.

The newsreel will have to skip the next scheduled issue, Thursday's, but will reappear on Monday.

Top-Level Turnout

(*Continued from page* 1)

year-long nationwide series of tributes being paid to "Mr. Motion Pictures."

Industry figures accepting membership on the honorary committee are: Barney Balaban, Nate J. Blumberg, Steve Broidy, Jack Cohn, Edward P. Curtis, Cecil B. DeMille, Ned E. Depinet, Walt Disney, Gus S. Eyssell, Samuel Goldwyn, James R. Grainger, Eric A. Johnston, Dr. Herbert T. Kalmus, Arthur B. Krim, Jesse L. Lasky, Louis B. Mayer, Milton R. Rackmil, Herman Robbins, George J. Schaefer, Nicholas M. Schenck, Spyros P. Skouras, Albert Warner, Richard F. Walsh, Herbert J. Yates.

Sponsoring Committee

Serving on the sponsoring committee are: Robert Benjamin, Charles Boasberg, George F. Dembow, Charles J. Feldman, Leopold Friedman, Maury Goldstein.

Also: Joseph Hazen, William J. Heineman, Benjamin Kalmenson, Al Lichtman, W. C. Michel, Robert M. Mochrie, Samuel Goldwyn, Abe Montague, Charles C. Moskowitz, James A. Mulvey, John J. O'Connor, Charles M. Reagan, William F. Rodgers, J. Robert Rubin, Abe Schneider, Sam Schneider, Alfred W. Schwalberg, Nate Spingold, Arthur L. Mayer, Robert W. Coyne, Louis Nizer.

Arnall Mentioned

(*Continued from page* 1)

from forces and supporters of the present administration." He added: "The way they figure it, when they're talking, is this: Ellis is the only man who could unite the opposition forces."

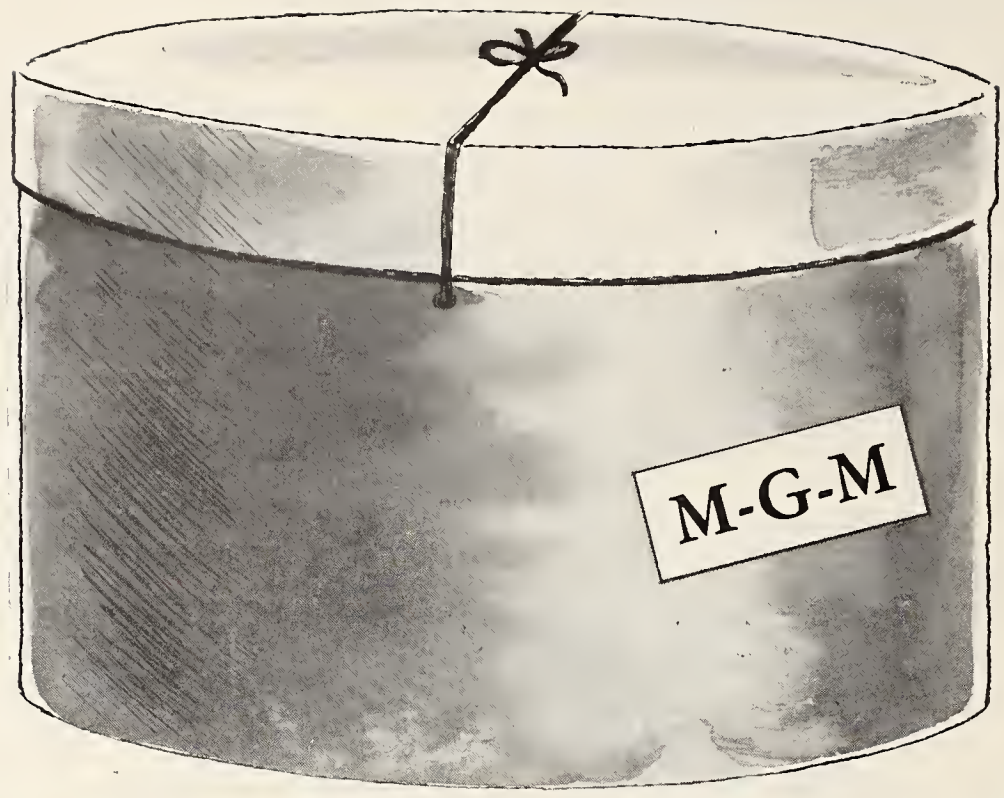
Arnall recently completed his assignment as Federal price stabilizer and returned to his law practice in Atlanta. In New York last week, Arnall was busy on SIMPP affairs and held conferences with Society representatives.

However, when questioned by Pou on his possible candidacy for the governorship, Arnall replied, "I have no comment to make about it at this time. Underscore 'at this time'," he added.

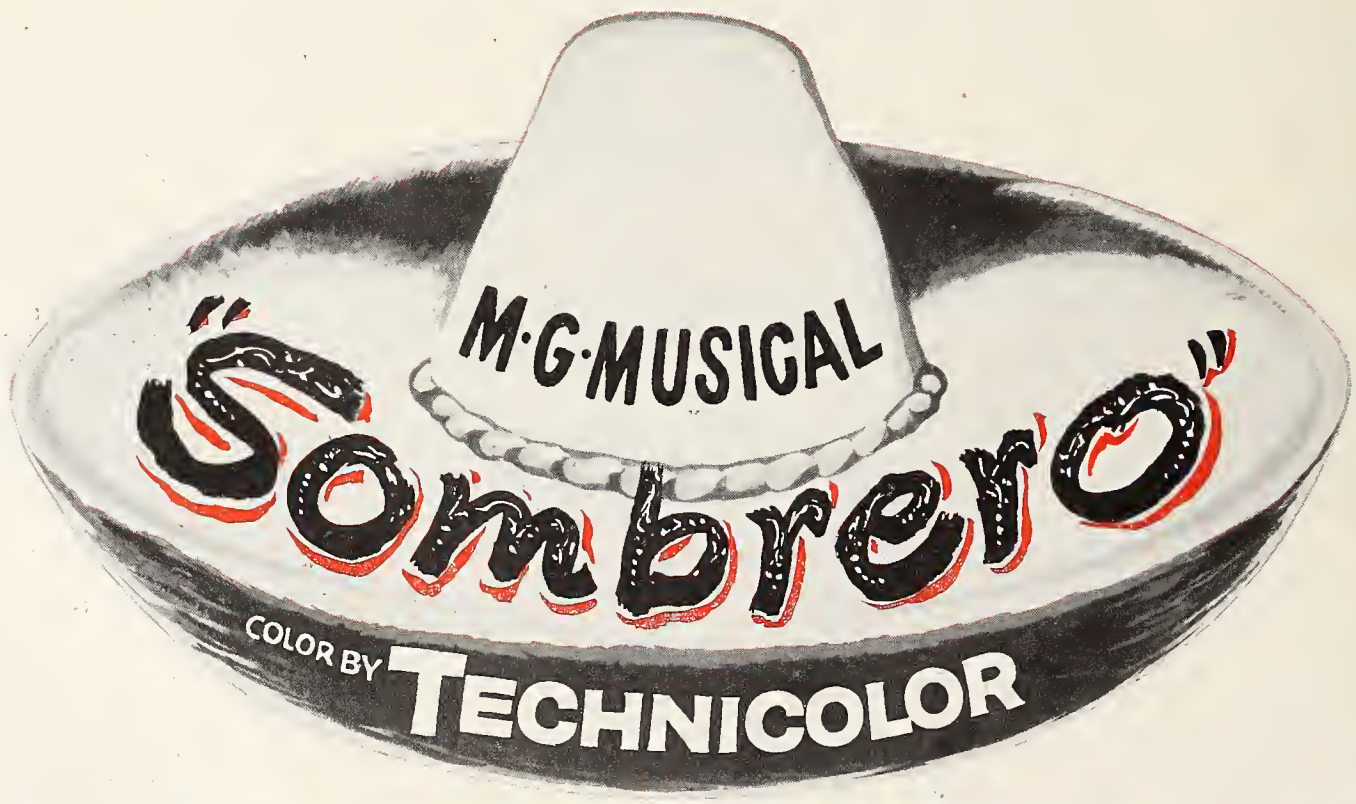
Harry Cohn's Pact

(*Continued from page* 1)

lowed either Cohn or the company to sever the contract. Another clause allowed a $600 week general expense allowance at the option of the board of directors.



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CYD CHARISSE · YVONNE deCARLO
WITH
RICK JASON · NINA FOCH · KURT KASZNAR · WALTER HAMPDEN · THOMAS GOMEZ · JOSÉ GRECO

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JOSEFINA NIGGLI and NORMAN FOSTER
Based On the Novel
"A Mexican Village" by JOSEFINA NIGGLI

DIRECTED BY NORMAN FOSTER · PRODUCED BY JACK CUMMINGS

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IT'S GOT EVERYTHING AN AUDIENCE WANTS IN A BIG HOLIDAY SHOW!

TRADE SHOWS FEB. 20
BE READY FOR EASTER!

ALBANY	20th-Fox Screen Room	1052 Broadway	2/20	2 P.M.	MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	2/20	12 Noon
ATLANTA	20th-Fox Screen Room	197 Walton St., N. W.	2/20	2 P.M.	MILWAUKEE	Warner Screen Room	212 W. Wisconsin Ave.	2/20	1:30 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	2/20	2 P.M.	MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	2/20	8 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	2/20	2 P.M.	NEW HAVEN	20th-Fox Screen Room	40 Whiting Street	2/20	2 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	2/20	1:30 P.M.	NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	2/20	1 P.M.
CHICAGO	Warner Screen Room	1307 S. Wabash Ave.	2/20	1:30 P.M.	NEW YORK-N.J.	M-G-M Screen Room	630 Ninth Avenue	2/20	2:30 P.M.
CINCINNATI	RKO Palace Bldg. Sc. Rm.	16 East Sixth Street	2/20	8 P.M.	OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	2/20	1 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Avenue	2/20	1 P.M.	OMAHA	20th-Fox Screen Room	1502 Davenport St.	2/20	1 P.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	2/20	2:30 P.M.	PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	2/20	2 P.M.
DENVER	Paramount Screen Room	2100 Stout Street	2/20	2 P.M.	PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	2/20	2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	2/20	1 P.M.	PORTLAND	B. F. Shearer Screen Rm.	1947 N. W. Kearney St.	2/20	2 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2311 Cass Avenue	2/20	1:30 P.M.	ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	2/20	1 P.M.
INDIANAPOLIS	20th-Fox Screen Room	236 No. Illinois St.	2/20	1 P.M.	SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	2/20	1 P.M.
*JACKSONVILLE	Florida State Screen Room	128 East Forsyth Street	2/19	2 P.M.	SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	2/20	1:30 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	2/20	1:30 P.M.	SEATTLE	Jewel Box Preview Thea.	2318 Second Avenue	2/20	1 P.M.
LOS ANGELES	United Artists' Screen Rm.	1851 S. Westmoreland	2/20	2 P.M.	WASHINGTON	RKO Screen Room	932 N. Jersey Ave., N.W.	2/20	2 P.M.

*Except Jacksonville which is 2/19

(All together for Brotherhood Week's Silver Anniversary Feb. 15-22, 1953)

'3-D' Impact

(Continued from page 1)

tories said that exhibitors close to cities in which "3-D" pictures have been shown are more upset over the future than those who have not yet been brushed by the new medium.

However, it was pointed out by Irving Lesser of Stereo Techniques that it takes very little sales talk to sell an exhibitor on letting the equipment be installed. News of the heavy grosses run up by the subjects has spread fast and most theatre men are receptive.

Herbert Golden, of the amusement industries division of the Bankers Trust Co. here, who is just back from a Hollywood survey, reported that there was a "big upheaval" on the Coast, but that the enthusiasm over the new media was a healthy sign. He said practically every company has a system of its own or is experimenting with a new process.

The general feeling is that the panoramic screen is here to stay, whether the real tri-dimensional system is or not. It is pointed out that television cannot compete with the large screen presentation and that that is an important factor in these days of TV competition.

Several independent producers have deferred production plans until a pattern of presentation has been agreed upon or determined by public acceptance.

Horwits Promoted

(Continued from page 1)

versal 10 years ago in the home office as publicity manager and went to the studio in 1949 to head the publicity department under David A. Lipton.

Sam Israel, assistant to Horwits for the past three years, succeeds him as studio publicity director. Israel went to U-I from Eagle-Lion, where he served as publicity director after long service in both the motion picture and newspaper fields.

11¼ HRS. ONESTOP TO LOS ANGELES* ON UNITED AIR LINES!

De luxe service aloft, including delicious Mainliner meals at no extra cost. Leave at 12:05 a.m., arrive the next morning. United's famous DC-6 flight, "the Hollywood," leaves at noon, arrives at 8:15 p.m. Another onestop DC-6 at 9 a.m.

UNITED AIR LINES

COMPARE THE FARE AND YOU'LL GO BY AIR

*from New York

CORRECTION

RKO-Radio Pictures, Inc. trade showing of "Port Sinister" for Pittsburgh will be held at the RKO Screening Room, 1809-13 Ave. of Allies, on Tuesday, February 17.

16mm. 'Triorama' '3-D' Called Poor

The New York public was offered a poor demonstration of three-dimensional films last night with the opening at the Rialto of "Triorama," a 16mm. series of four subjects in color filmed in the Bolex Stereo process, developed by the Bolex Co.

Before the 36-minute show got underway a Bolex spokesman explained that the series was originally designed for amateur use. The lack of professional talent is apparent in the photography, the lack of light, the mediocrity of the travelogue series and the rather dull commentary.

Some Startling Shots

There are a number of shots, however, which are startling such as undersea scenes and a few others. But the program does not add up to the level of entertainment desired by film audiences.

The use of Polaroid spectacles was necessary. A single projector was used in the process, unlike other three-dimensional systems which require two interlocked projectors. The three subjects were "Sunday in Stereo," "Indian Summer," "American Life" and "This Is Bolex Stereo."

M. H.

Cinerama

(Continued from page 1)

be the third for the process, the installation at the Music Hall, Detroit, being scheduled to be completed ahead of it, apart from the initial long run engagement at the Broadway Theatre, New York.

Cinerama officials denied that a deal for the fourth installation had been concluded for Chicago. Union demands there still prevent an agreement, it was stated.

The deal for the Warner Theatre here is on the same basis as the others, a long term lease arrangement by Cinerama for the theatre.

Eitel's Palace and Union Settle Differences on Cinerama Scale

CHICAGO, Feb. 10.—Eitel's Palace and the Chicago operators union apparently have ironed out differences in setting up the scale for "This Is Cinerama," the union having come down in its demands from 17-man crew to 12 with the pay scale remaining at $200 per man as originally demanded.

The Cinerama board was reportedly meeting in New York today to consider closing the deal. If the deal is closed, Cinerama should open here late in March or early April.

'Paint Your Wagon' 1st for Cinerama

HOLLYWOOD, Feb. 10.—"Paint Your Wagon," Broadway musical to which Louis B. Mayer has owned film rights for some time, will be the first feature to be filmed for Cinerama, with shooting planned for June. Arthur Schwartz and Jay Lerner are to supply additional musical numbers for the picture.

$25,000 for 'Beneath Sea'

CLEVELAND, Feb. 10.—"City Beneath the Sea" is expected to gross $25,000 for its first week at the RKO Palace here, with the first four days hitting close to $18,000.

Par. to Show 3-D 'Sangaree' Clips

Clips from Paramount's first three dimensional feature, "Sangaree," will be shown to the New York trade press and exhibitors at the New York Paramount Theatre on Monday at 9:15 A.M. "Sangaree" is a Pine-Thomas production with color by Technicolor.

Plan 2 in '3-D'

(Continued from page 1)

production in Hollywood to determine audience reaction before going ahead.

The stories he has selected, Coplan said, come within the scope of his own concept of what three dimensional pictures should portray, but he wants to observe the fruits of current Hollywood 3-D labors before embarking on his own projects. One will be made in England and the other in France. He has eight other stories on tap from which he can draw in case he doesn't think the two selected are suitable.

Announced Twelve

I-U announced 12 foreign pictures for release this year in the United States and Canada, and the list may be increased to include four slated for release in 1954, Coplan said. The product will be distributed on a "national de-centralized" basis, he said, explaining that the films would be handled by local independent distributors. An expanded sales organization will be announced shortly, he said.

Six of the 12 pictures for this year's release are now ready, the program consisting of three pictures from Italy and one each from France, Sweden and Mexico. The Italian lineup includes "Swords of the Musketeers," "Vengeance of the Black Eagle" and "City of Violence." The others are "Mistress of Treves," French; "Kill Him for Me," Mexican, and "High Tension," Swedish. Distribution will start immediately, Coplan said.

Coplan plans to return to Europe in about sxi weeks.

Alperson-Bren Sue Oboler for 'Bwana'

HOLLYWOOD, Feb. 10.—Charging that Arch Oboler and his associates had a binding agreement to sell them "Bwana Devil" for $2,000,000, Edward L. Alperson and Milton Bren, through the Brenco Pictures Corp., have filed suit against the Oboler group, seeking minimum damages of $3,500,000.

The plaintiffs charge that Oboler violated the agreement in selling the Natural Vision tri-dimensional picture to United Artists. The suit asks for an injunction to halt the distribution of the film and for a fulfillment of the alleged agreement.

3-Theatre 'Seminole' Premiere in Miami

"Seminole," in color by Technicolor, will have its world premiere at the Miami, Carib and Miracle theatres in Miami on Feb. 20, launching territorial saturation openings of the picture out of the Jacksonville and Atlanta exchanges.

National Pre-Selling

COLOR ADS on Columbia's "Salome" will appear in *Seventeen, Collier's, American Weekly, Life, Pictorial Review, Look* and *Saturday Evening Post,* in the order named, starting on March 1 and ending on April 15

•

"A New Look at Never Land" is the title *Life* gave to its story of Walt Disney's "Peter Pan" appearing in the Feb. 16 issue. Two facing pages in full color depict how Walt Disney endowed "Peter Pan" with the lushest and most colorful surroundings ever to grace a Disney picture.

•

Louella Parsons said in the Feb. 8 *issue of* Pictorial Review *that "Vera Ralston is one of the few completely honest persons in Hollywood." Louella told of Vera Ralston's life from the time she left Czechoslovakia until she dyed her blonde hair to jet black to suit the role of the native girl in "Fair Winds to Java." Miss Ralston is co-starred with Fred MacMurray in this new Republic picture which is now being readied for release.*

•

The *Companion*-recommended pictures in the March issue of *Woman's Home Companion* are Columbia's "The Member of the Wedding," 20th Century-Fox's "My Cousin Rachel," Walt Disney's "Peter Pan," Universal-International's "The Mississippi Gambler" and "The Importance of Being Earnest" and RKO Radio's "Never Wave at A WAC."

•

A full-color ad on Disney's "Peter Pan" appears in the March issue of *American* magazine. Also in this issue are four color pictures taken on the sets and reviews of Warner's "She's Back on Broadway," United Artists' "Moulin Rouge," 20th Century-Fox's "Niagara" and M-G-M's "The Story of Three Loves." Also represented by production shots and reviews in this issue are "The Pathfinder," "Angel Face," "Come Back, Little Sheba," "Forbidden Games" and "The Mississippi Gambler."

•

Ads for Warner Brothers' "The Jazz Singer" appeared in the Feb. 8 *issue of* American Weekly *magazine and will appear in the Feb.* 14 *issue of the* Saturday Evening Post *and in the Feb.* 16 *issue of* Newsweek.

•

Bing Crosby's informal eloquence receives its first full-scale literary employment in "Call Me Lucky," his own story of his life, which begins in the Feb. 14 issue of *The Saturday Evening Post.* "The autobiographical kick is a new kind of caper for me," he says in the opening paragraph. "Starting the story of my life makes my memory feel like an out-of-kilter juke box. When I drop a nickel into it, I'm not sure what story it will play back." Crosby dictated his story to a voice recorder, abetted by questions from Pete Martin, a *Post* editor. This arrangement witnessed Martin traveling 20,000 miles with Bing, including an ocean voyage to Europe where Crosby made a picture. The dictation, travel, transcription, editing, etc. covered a five-month period.

WALTER HAAS

Walt Disney's Greatest

In "Peter Pan", Walt Disney, master story-teller of our time, has created a new achievement in motion picture entertainment. Even unforgettable "Snow White" and matchless "Cinderella" were but preparation for this, his greatest triumph. For "Peter Pan" is a picture that will live in the hearts of the world forever!

"PETER PAN"

The good runs are the long ones!

. . . another reason why Walt Disney chooses monthly American Magazine for the full color "Peter Pan" advertising.



THE American MAGAZINE

Reaches	**10,230,000 Readers**
. . . who Pick It Up	**40,920,000 Times**
. . . and Read It	**30,349,000 Hours**



©Walt Disney Productions

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BACK BROTHERHOOD WEEK'S
SILVER ANNIVERSARY Feb. 15-22

Bert E. Friedlob presents **BETTE DAVIS** in **"THE STAR"** co-starring STERLING HAYDEN with Natalie Wood • Warner Anderson • Minor Watson June Travis • Produced by BERT E. FRIEDLOB • Directed by STUART HEISLER • Original Story and Screenplay by KATHERINE ALBERT and DALE EUNSON • A BERT E. FRIEDLOB production • Released by 20th Century-Fox

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 30 NEW YORK, U. S. A., FRIDAY, FEBRUARY 13, 1953 TEN CENTS

Progress on Wide-Screen By Para. Seen

Huge Back-log of Films Are at Stake in Process

Officials of Paramount Pictures are enthusiastic over the progress made to date on the problem of converting conventional films to the company's wide-screen process, it was learned here.

Involved in the experimentation on the Coast, it was pointed out, are millions of dollars tied up in film inventories, the value of which would be sharply depleted in a three-dimensional and wide-screen market.

The Paramount process, it was disclosed, employs a large "warped" screen for its effect, unlike the concave screen of Cinerama and 20th Century-Fox's CinemaScope. The adaption of the conventional films to the "warped" screen for panoramic effects was said to be the heart of

(*Continued on page 6*)

Roxy, Music Hall, Capitol Lead B'way

Spurred by strong new openings, "Peter Pan" at the Roxy, "Moulin Rouge" at the Capitol and "Tonight We Sing" at Radio City Music Hall, and with good holdover attractions, Broadway showcases racked up excellent grosses over the Lincoln's Birthday holiday despite discouraging weather and headed for what appears certain to be a fine weekend session.

Even better business is expected from the long, three-day holiday weekend coming up, Feb. 20-23.

Long waiting lines virtually all the

(*Continued on page 6*)

WB Optimistic on Proxy Returns

A sufficient number of Warner Brothers proxies to win the necessary two-thirds approval for the company's reorganization plan is expected, a WB executive stated here.

The company official claimed that proxies are being received at the home office in a satisfactory quantity, discounting reports that there was undue anxiety over proxy returns. In order to insure the maximum returns, he explained, WB home office and ex-

(*Continued on page 6*)

42 State Legislatures Now in Session; No Adverse Measures Are in Sight

Washington, Feb. 12.—Forty-two state legislatures are already in session, with no tax or other bills threatening the industry, according to Jack Bryson, legislative representative of the Motion Picture Association of America.

In one state, Kansas, a bill has been introduced to repeal the state censorship law. The only state legislatures not yet in session are those in Florida and Alabama, which do not meet until April, and those in Virginia, Louisiana, Mississippi and Kentucky, which will not meet until next year.

900 N. Y. Theatres To Participate in 'Brotherhood Week'

More than 900 theatres in Metropolitan New York will salute "Brotherhood Week," which starts Sunday. Nationally, close to 18,000 theatres, it was said, will participate in the week-long celebration which marks the silver anniversary of the National Conference of Christians and Jews.

Sol A. Schwartz, national chairman for the amusement industry's participation in "Brotherhood," announced that theatres nationally have set a goal for 250,000 new members. The public, Schwartz said, may sign up for Brotherhood Week at any theatre where honor rolls are being displayed in the lobby. The honor rolls, bearing the signatures of all members—adults and children—will be sent to President Eisenhower, honorary chairman.

A highlight of the amusement industry's participation will be a dinner to be held on Thursday, at the Waldorf-Astoria, honoring Spyros P. Skouras, Walter D. Fuller, John Golden, William Randolph Hearst, Jr., Jack R. Howard, Danny Kaye and David Sarnoff.

National Screen Observing 33rd Year in Industry

National Screen Service is marking its 33rd year in the industry with a "Third of a Century" celebration, being observed by all NSS Offices.



Herman Robbins

From a handful of employes in a single office in 1920, National Screen Service has developed a nationwide service organization with 31 branch offices throughout the country, and special trailer production facilities in New York, Hollywood, Chicago and Dallas, as well as an office and studio in London. The roster of employes has grown to 2,000.

Since 1935, National Screen Service has provided standard and specialty advertising accessories to exhibitors, thereby establishing a central source

(*Continued on page 6*)

'3-D', in Revitalizing Industry, Leaves 'Life' and 'Wall St. Journal' Holding Bag

Industryites have begun wondering out loud whether *Life* magazine's alert reporters who presided at obsequies for the motion picture theatre 18 months ago are aware of the technical revolution now going on in the industry with its promise of an entirely new era in screen entertainment. And, if it has come to their attention, whether they will be as diligent in reporting the rebirth of the theatre as they were in giving it the short count.

The wondering extends to the reportorial enterprise of the *Wall Street Journal*, too, which on several occasions has misinterpreted the bleats of a few defeated exhibitors as the dying gasps of an entire industry. With motion picture and theatre stocks holding the center of the stage on the Stock Exchange, the *Wall Street Journal* may have some explaining to do to some of its readers whom it may have encouraged to dispose of their motion picture securities a short time ago, industryites point out.

Congressional Majority for Repeal of Tax

100 Others Favor Cut In Present 20 Per Cent

A majority of members of both the House of Representatives and the Senate have committed themselves as being in favor of full repeal of the Federal admission tax, according to Col. H. A. Cole, a member of the Council of Motion Picture Organizations tax committee. Cole said here that the majority in the House was "substantial."

In addition to those Congressmen who have expressed favor of complete repeal, approximately 100 others have declared themselves as favoring a reduction in the present 20 per cent levy. Cole that there were 15 tax bills in work involving the elimination of the amuse-

(*Continued on page 6*)

Warns '3-D' May Kill Tax Repeal

COLUMBUS, O., Feb. 12.—A warning that the publicity on the robust business racked up by three-dimensional films would have a bad effect on the industry campaign to repeal the 20 per cent Federal admission tax was sounded here by the Independent Theatre Owners of Ohio board of directors.

The board, in addition, declared that three-dimensional films which need glasses are no cure for theatre ills. Twentieth Century-Fox's wide-screen process, CinemaScope, it added, has created confusion by contradic-

(*Continued on page 6*)

Services Tomorrow For Bert Sanford

A Solemn Requiem Mass will be sung in St. Patrick's Cathedral at 10:00 o'clock tomorrow for Albert (Bert) Sanford, 60, industry pioneer in production, distribution and exhibition. Sanford dropped dead at Broadway and 47th Street Tuesday afternoon from a heart attack.

Sanford operated the State Theatre in Trenton last year and resigned to study possibilities of several three-dimension projects. He entered the

(*Continued on page 6*)

Personal Mention

MANNY REINER, foreign manager for Samuel Goldwyn Productions, will leave here Tuesday for a South American tour.

•

JAMES TOBIN, formerly with Warner Brothers Connecticut theatres, has rejoined the circuit as manager of the Warner in Bridgeport, replacing ALBERT SCHLEICHER, who goes to the Palace, Torrington, Conn.

•

JOHN O'NEILL, recently named office manager of the Los Angeles Allied Artists Exchange, has returned to his office following three weeks recuperating from auto accident injuries.

•

LEON J. BAMBERGER, sales promotion manager for RKO Radio, will address the first convention of the Allied Theatre Owners of Oklahoma set for Oklahoma City on Feb. 24-25.

•

FRANK P. ROSENBERG, 20th Century-Fox producer, is on his honeymoon in Las Vegas, where he was married on Saturday to the former MARYANNE ELIZABETH SCHAFFER.

•

J. LOUIS GELLER, vice-president of Consolidated Theatres, Ltd., of Canada, was elected president of the Kings County Grand Jury Association, Brooklyn.

•

LEWIS A. SUMBERG, executive director and counsel for Albany Theatre Owners of America, and MRS. SUMBERG are vacationing in Miami.

•

HARRY LAMONT, head of the circuit bearing his name, will return to Albany from a vacation in Key West, Fla., on Feb. 20.

•

P. T. DANA, Universal's Eastern sales manager, left here yesterday for Richmond, Washington and Philadelphia.

•

LEON BRANDT, director of exploitation for Samuel Goldwyn Productions, is in Washington from New York.

•

E. S. GREGG, vice-president and general manager of Westrex Corp., has returned here from the Coast.

•

FREDERICK BRISSON, producer, has arrived in London from here on the first stop of a European tour.

•

IRVING TRAEGER, supervisor of NBC's film library, and ELAINE HART have announced their engagement.

•

STEPHEN WIDEMANN, formerly manager of the Westrex Co., has returned to New York from Europe.

•

ALFRED STARR, president of Theatre Owners of America, will arrive here today from Nashville.

'Life's' Stevens to Coast

Harry Stevens, manager of the motion picture division of *Life*, has left here for the Coast, where he will visit studio executives.

Texas COMPO Film Train Is Indefinitely Postponed

DALLAS, Feb. 12.—Plans for the national tour of a streamlined train carrying a "motion picture exposition" have been postponed indefinitely, although the project may be revived next year. The 22-car train was to have been sponsored this year by the Council of Motion Picture Organizations of Texas and to have gone on tour following the industry's participation in the Texas State Fair in October.

The film exposition, however, will be a major attraction at the Texas fair and plans are under way to transport at least some of the exhibits to other state fairs, but not on the large scale previously planned. Various obstacles, including costs and lack of necessary time to complete all arrangements, contributed to the deferment of the exposition-on-wheels for this year.

Meanwhile, Texas COMPO is preparing a short feature on the birth, growth and development of the industry. This feature will have its premiere at the film exposition in the Texas Fair this year. Herman Hoffman, executive assistant to Dore Schary, conferred here last week with COMPO leaders on the project. Attending the session were R. J. O'Donnell, Col. H. A. Cole, Robert Coyne, Pat McGee, Phil Isley, Julius Gordon, Sam Landrum, Paul Short and Kyle Rorex.

Cecil Hepworth, 79, U.K. Film Pioneer

LONDON, Feb. 12.—Cecil Hepworth, film industry technician associated with National Screen Services in Great Britain, died at his home in Middlesex Monday at 79. Hepworth patented an automatic developing plant in 1897 and perfected a "stretched film" process the following year.

The British veteran, who went into production before the turn of the century, wrote, directed and produced his own films. He published his autobiography, "Came the Dawn: Memories of A Film Pioneer," last year.

Cinerama Refuses Chicago Union Offer

CHICAGO, Feb. 12.—The Cinerama board has turned down the demand by the Chicago operators union for a guaranteed showing time for a proposed run plus extra pay for extra showings. The Palace Theatre, which has been closed since the first of the year and was scheduled to house the release, may reopen after Easter.

G.E. Has an Atom Film

General Electric will be host on Monday at Toot Shor's here to the press at a reception and screening of a new animated color short subject, "A Is for Atom," which is said to explain what the atom is, how it is split and forecasting some peacetime uses for atomic energy.

Impressive Message In Brotherhood Film

Simple but to the point, this two-and-a-half minute subject is designed to stimulate interest in brotherhood in general and "Brotherhood Week" in particular. It is available to all exhibitors for showings next week.

The trailer's content is a message from a wounded veteran of the Korean war, Jay Hall, ex-sergeant of the 7th Marines, who steps before a curtain and speaks in plain language on the vital necessity of contributing to the educational work that's being done, "by making this country a better place to live in and giving all of us a better understanding of our neighbors." He quotes a statement by President Eisenhower who said, "Without tolerance . . . without a spirit of brotherhood, we should soon cease to exist as a nation."

The veteran asks that patrons sign the Brotherhood Honor Scroll, which will be sent to the White House.

A. S.

Socialites Attend 'Sing' Reception

Socialites and notables of opera, stage, screen and the concert world last night attended a post-premiere reception here tendered by Russell V. Downing, president of Radio City Music Hall. The occasion was the premiere of 20th Century-Fox's" "Tonight We Sing" at the Hall.

Among the guests invited to the reception, given in honor of impresario Sol Hurok were: Ezio Pinza, Jan Peerce, Tamara Toumanova, Lucrezi Bori, Isaac Stern, Cole Porter, and George Jessel. The party was held at the Hall's studio department.

Meanwhile, Macy's department store heralded the film in full-page ads on Wednesday in metropolitan newspapers.

Hitchcock, Baxter in Can. Appearances

Following the two-theatre Hollywood-style world premiere of "I Confess" at the Capitol and Cartier theatres in Quebec last night, at which producer-director Alfred Hitchcock and Anne Baxter, who co-stars with Montgomery Clift, made personal appearances, the film will bow tonight at the Palace Theatre in Montreal.

Hitchcock and Miss Baxter, accompanied by Roger Dann, who also appeared at the two Quebec houses, will arrive in Montreal today for more appearances as well as other special events. The Quebec premiere was covered by newspaper representatives from many Canadian cities and was preceded by a series of receptions and a dance.

Nat'l Theatres, GPE Stock at New Highs

With industry stocks still among the leaders on the Big Board prior to yesterday's holiday, National Theatres and General Precision Equipment set new highs. Trading interest in GPE was attributed to three-dimensional developments, investors concluding that installation of equipment in theatres will be an important earnings factor for the company.

GPE stock was quoted at over $25 per share while National Theatres reached a high of over $6 per share. Other film and theatre shares were steady, prices changing only fractionally one way or the other. Television and radio shares have failed to stage any real comeback in market interest.

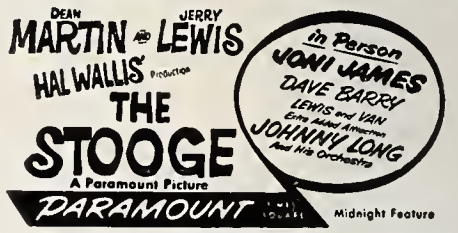
Scouts Unit Headed By Skouras, Jr.

Spyros S. Skouras, Jr., president of Skouras Theatre Corp., has accepted chairmanship of the amusement division for the 1953 finance campaign of the greater New York council of the Boy Scouts of America. Charles B. Moss, vice president of B. S. Moss Corp., will serve as co-chairman of the division.

Announcement was also made that Herman G. Place, president of General Precision Equipment Corp., will serve as chairman of the motion picture and theatrical equipment committee.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"Tonight We Sing"
Ezio PINZA • Roberta PETERS
Tamara TOUMANOVA • David WAYNE
Color by TECHNICOLOR
A 20th Century-Fox Picture
plus Spectacular STAGE PRESENTATION



BECAUSE WE KNOW IT'S SO
WE KEEP ON SAYING . . .
FILMACK GIVES YOU MORE SHOWMANSHIP PER DOLLAR AND THE FASTEST SPECIAL TRAILER SERVICE IN THE WORLD.
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630 NINTH AVENUE, NEW YORK

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M-M-MAYO!

M-M-MARVELOUS!



HAT BURLESQUE BABE OF
/ORKING HER WAY THRU COLLEGE'
IVES 'EM THE BUSINESS AGAIN IN

She's Back on Broadway

COLOR BY WARNERCOLOR

RING

VIRGINIA MAYO

GENE
ELSON · FRANK LOVEJOY

WITH
STEVE COCHRAN · PATRICE WYMORE
VIRGINIA GIBSON · LARRY KEATING · PAUL PICERNI

N BY
N JANNINGS · PRODUCED BY HENRY BLANKE · DIRECTED BY GORDON DOUGLAS

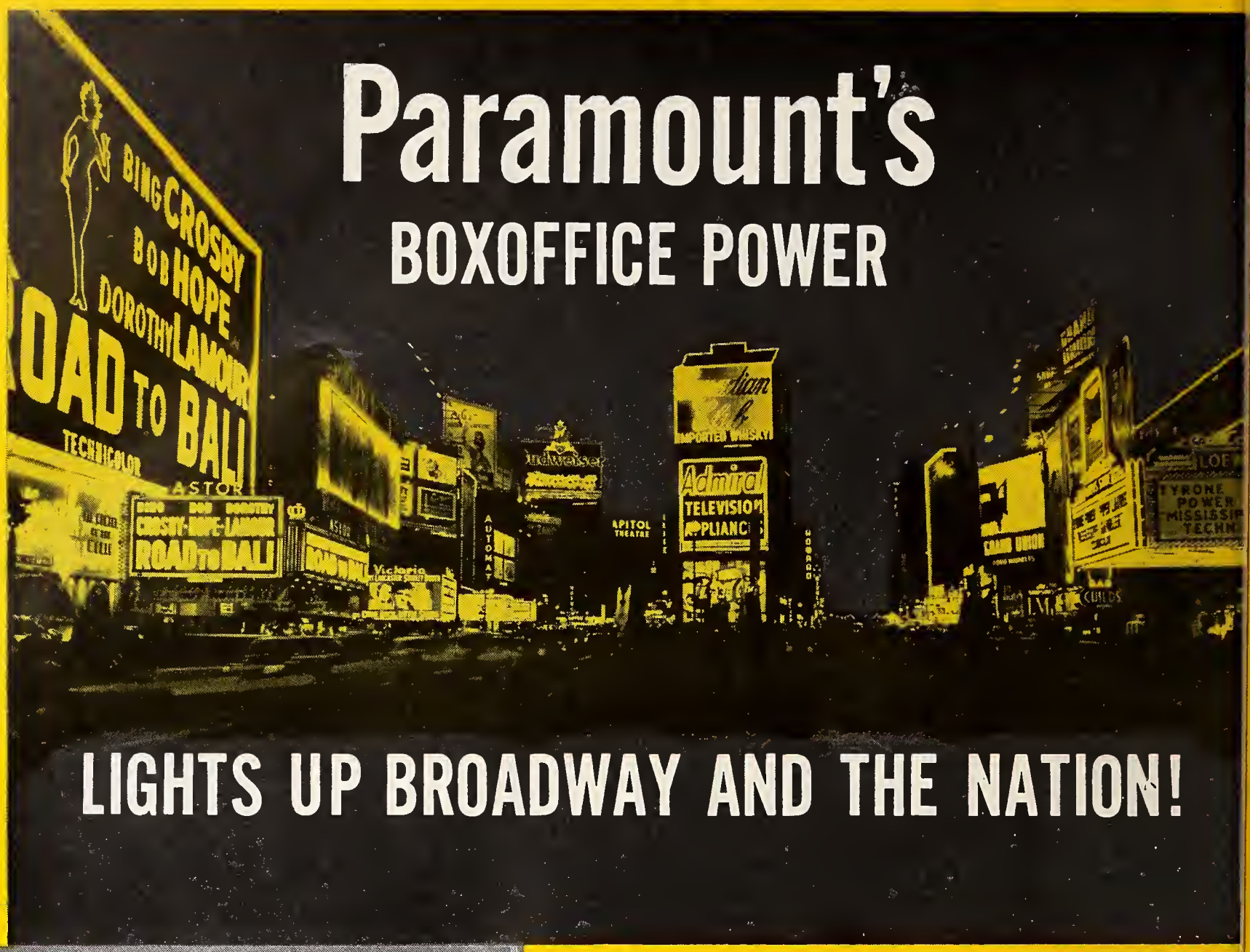
MUSICAL NUMBERS STAGED AND DIRECTED BY LEROY PRINZ
MUSICAL DIRECTION BY RAY HEINDORF

WARNER BROS.' Gala Saturation Premieres in the South START FEB. 26

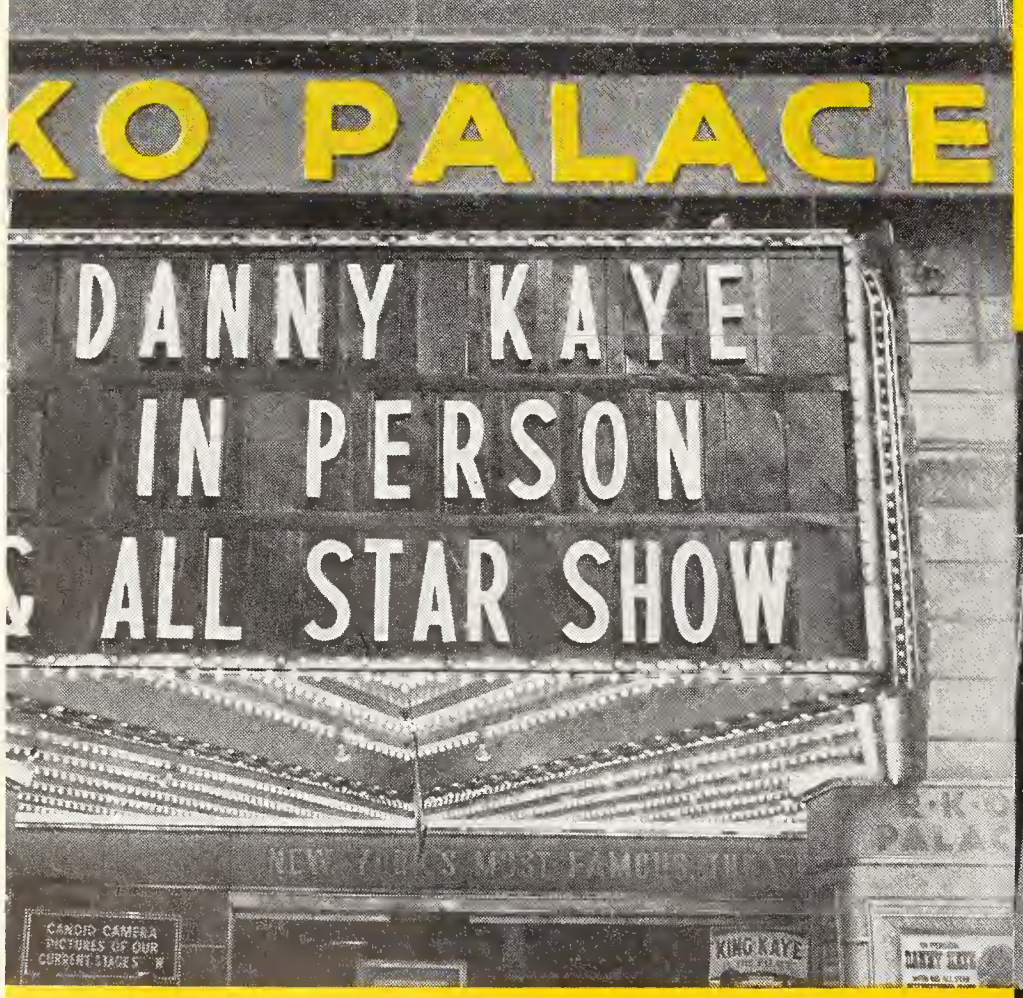
TENNESSEE THEATRE, NASHVILLE leads off!

WB

Paramount's
BOXOFFICE POWER



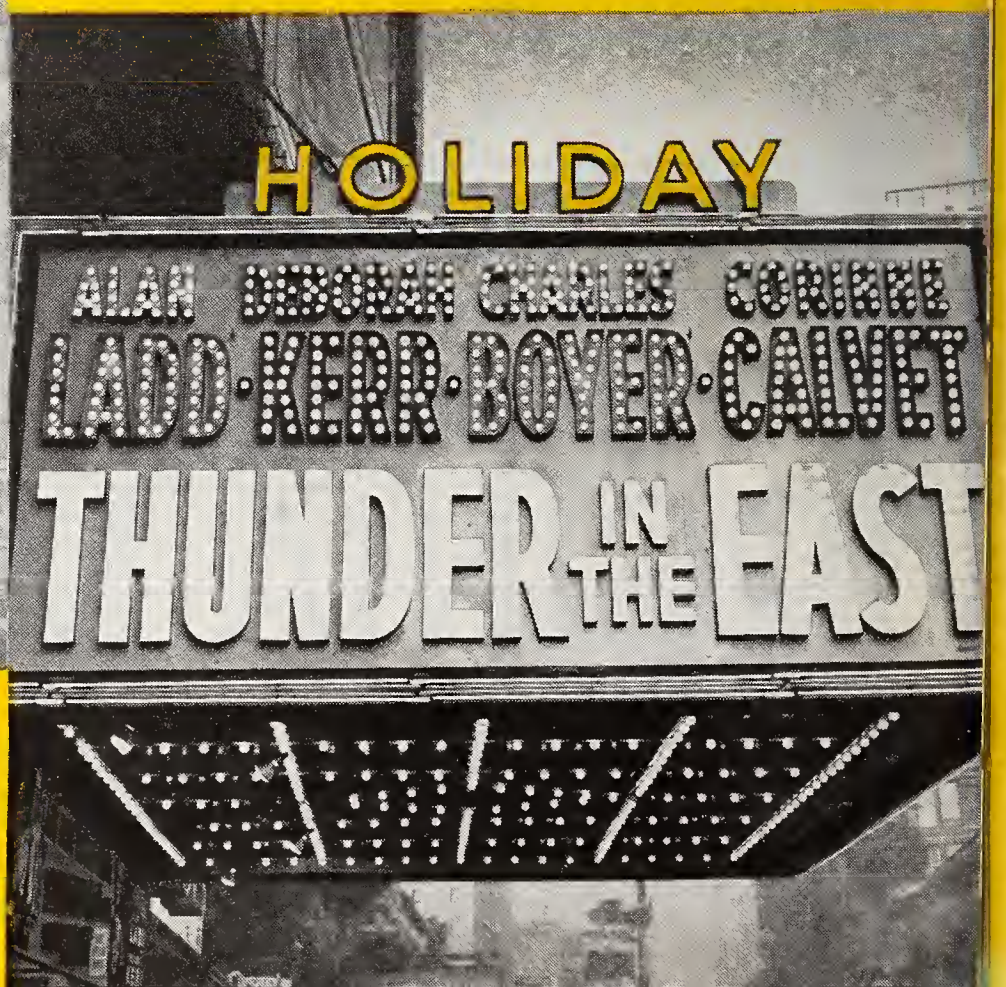
LIGHTS UP BROADWAY AND THE NATION!

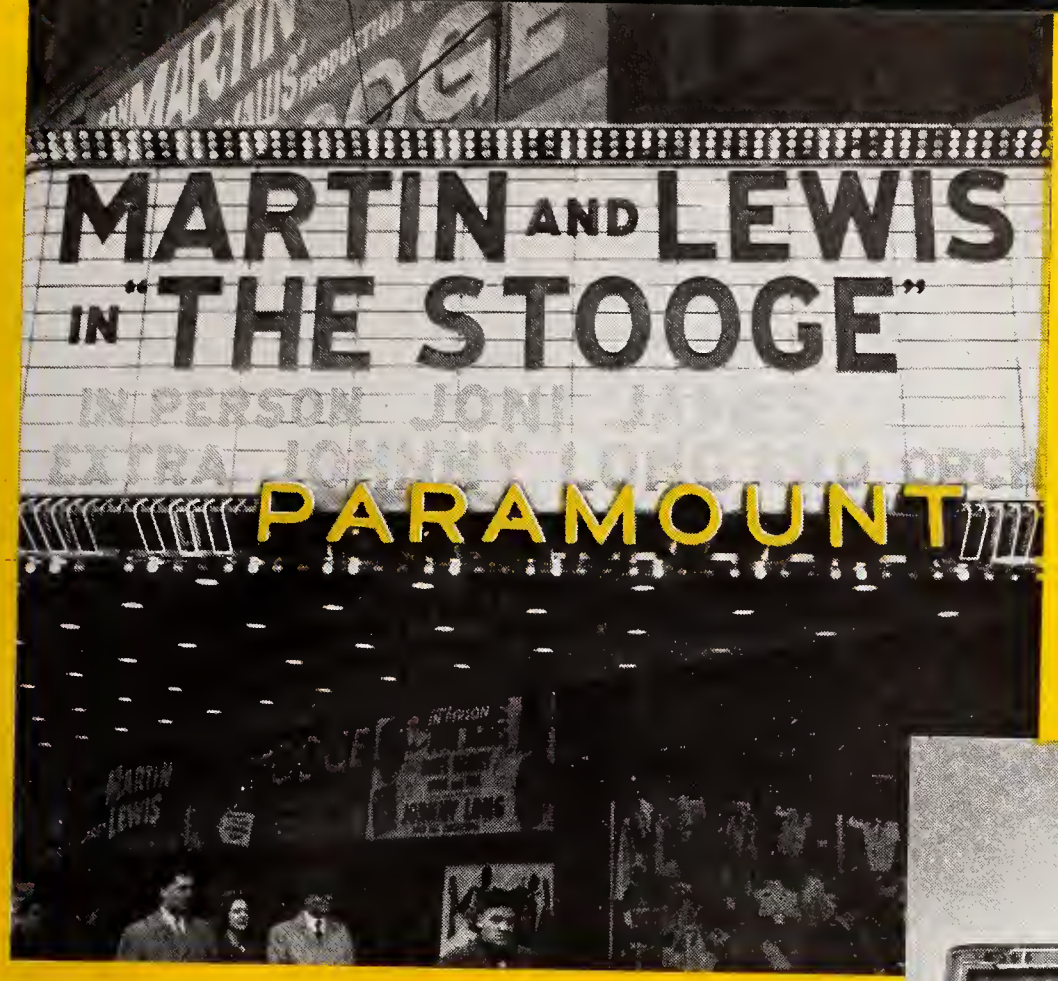


His next date with Paramount to star in "Knock On Wood"...

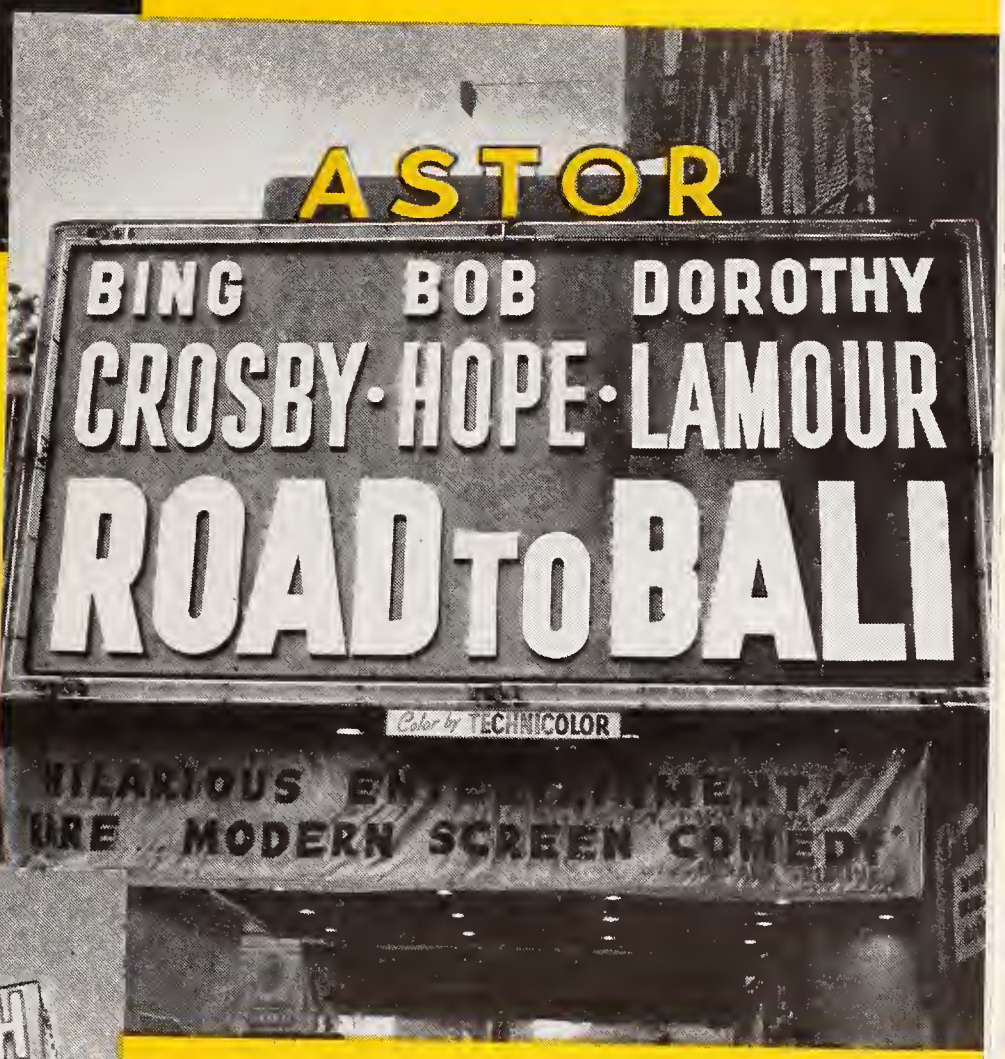
"Marquee bait," —N.Y. Post

"Seething with excitement!"
—N.Y. Journal-American





The industry's top
money-making stars
are making new records...



Bigger grosses and more
holdovers than any
"Road" picture yet...



It's the Picture of the Year—
for honors and for business...

...HIGH VOLTAGE NEWS FLASH.....

3D

Paramount is now editing
for early release:

SANGAREE

Color by TECHNICOLOR

Sharp Increase in Industry Dividends

Washington, Feb. 12.—Publicly-reported cash dividend payments made during January totalled $1,970,000, the Department of Commerce reports, compared with $1,544,000 paid in January of 1952.

The department said that a drop in the payments made by Warner Brothers in January of this year was more than offset by a $587,000 payment by RKO Theatres, which made no payment in January of last year.

No 'C' Tags in '52 For Hollywood Films

No Hollywood-produced picture received a "C" (condemned) rating during 1952 by the National Legion of Decency, according to a report compiled by the Legion. Four foreign-made films and 10 in the miscellaneous classification were placed in the "C" category.

In the Class A-1 bracket last year, the Legion reported 40.81 per cent of the product, totalling 182 pictures reviewed, were so designated, compared with 33.49 per cent or 148 pictures in 1951. Seventy-eight pictures, or 17.49 per cent, were placed in the Class "B" column, compared with 85 pictures, or 19.28 per cent, the year before.

Tax Repeal

(*Continued from page* 1)

ment tax that were almost identical in content.

The first phase in COMPO's drive for the tax repeal has ended. This concerned the mobilization of exhibitors in the field and, according to Cole, the cooperation in most territories has been excellent. The second phase of the campaign has now been shifted to Washington and the projected Congressional hearings on the measures.

B'way Grosses

(*Continued from page* 1)

opening day, Wednesday, and yesterday were the rule at the Roxy, where the Walt Disney attraction, plus stage show, was headed last night for an estimated two-day gross of nearly $50,000. "Moulin Rouge" was setting a comparably hot pace for the same two days with the Capitol expected to rack up nearly $30,000. "Tonight We Sing" was off to a fine start yesterday, the estimate for the opening day being in excess of $20,000.

Four Stars to Rio

Arlene Whelan, Cesar Romero, Marie Windsor and Broderick Crawford flew from here yesterday to Rio de Janeiro to be the guests of the Brazilian government at the "Carnival of Rio." They were accompanied by Stanley Richardson, director of the Hollywood Coordinating Committee, and Harry Stone, representative of the international division of the Motion Picture Association of America. The party will return Feb. 21.

U.K. Theatremen Are Calm Despite '3-D' Stir in U.S.

LONDON, Feb. 12.—Despite volumes of publicity this side on the stir that three-dimensional and wide screen process is causing in America, the British trade remains singularly calm about the whole development.

Common comment among exhibitors is "Let's wait and see." And they want to know how much the new equipment will cost them, before passing judgment.

Comment from the big circuits is equally reserved. ABC has lately been experimenting in selected theatres with the Stereo-Techniques process, seen here at the Festival of Britain in 1951. D. J. Goodlatte, ABC's managing director, merely has this to say of the experiments: "Interesting."

J. Arthur Rank's spokesmen have no comment to make. British Film Producers Association director-general Sir Henry French said: "Our members have given no consideration to the subject."

Most of the trade here assumes that Cinemascope, the newly announced 20th Century-Fox process, is a development of Henri Chretien's system seen by many here in Paris in the early 1930's. The Paris show then was impressive but it gave no illusion of stereoscopy, being essentially panoramic.

Warns on '3-D'

(*Continued from page* 1)

tory announcements. The board said that there are only eight Ohio cities of more than 100,000 and if CinemaScope is limited to eight theatres, this would be more harmful than helpful to all other Ohio theatres. It went on to say that the advent of three-dimensional films is not a business bonanza for all theatres.

The board also affirmed Allied's rejection of the arbitration plan as now presented because of distribution's persistence in what it called illegal practices, notably the pre-releasing of pictures and the failure of the draft to include provisions for arbitration of film rentals.

Para. Progress

(*Continued from page* 1)

the problem. Paramount officials here declined to be more explicit on what they meant by a "warped" screen.

In the three-dimensional field, Paramount will screen clips from "Sangaree," the first filmed in its own process, on Monday at the New York Paramount Theatre for exhibitors and the press. "Sangaree," like other planned Paramount three-dimensional films, will also be filmed in regular two dimensions to accommodate both markets.

33rd Anniversary

(*Continued from page* 1)

for trailers and accessories in every film exchange center.

According to NSS president, Herman Robbins, the "observation of this milestone in the 'Prize Baby's' career will essentially be confined to a rededication by NSS and its employes to the principles of 'service,' a principle on which NSS was founded, and has progressed these 33 years."

Files Patent Suit Against Polaroid

A suit alleging patent infringements against the Polaroid Corp., manufacturers of the Polaroid spectacles used in conjunction with the Natural Vision three-dimensional process, was filed here on Wednesday in U. S. District Court by Alvin M. Marks, president of Depix Corp.

Marks, as head of Depix, manufacturers of Polalite lenses, claimed infringement of patents relating to light polarizing materials. Asher Lens of Cousins and Cousins represents the plaintiff in the action.

WB Optimistic

(*Continued from page* 1)

change personnel are conducting a phone campaign directed at the company's larger stockholders, urging them to exercise their proxies. He said the campaign will continue up to Feb. 17, the date of the annual meeting which will be held in Wilmington, Del.

The plan of reorganization, which paves the way for Si H. Fabian, head of Fabian Enterprises, Inc., to assume management control of the new Warner theatre company, must receive the approval of approximately 3,300,000 shares. The large block of Warner family stock, representing 27 per cent of the outstanding stock, will be voted in favor of the plan, it was reported.

Fabian's projected management control of the new theatre company stems from his deal with the Brothers Warner calling for the purchase of their stock interest in the new theatre company, slated to be organized March 1, according to the terms of the company's consent decree.

Pine Due Today for 'Sangaree' Showing

Producer William Pine will arrive here today to supervise a special demonstration of the new three-dimension process, in which he and his co-producer, William Thomas, are currently filming Paramount's color by Technicolor film, "Sangaree." The demonstration of cut footage and daily rushes from "Sangaree" is being held for motion picture executives, exhibitors and trade newspaper editors in the Paramount Theatre on Monday. Admission to the screening will be by invitation only.

To Reopen Balto. House

BALTIMORE, Feb. 12.—The Hippodrome Theatre here, owned by I. M. Rappaport, will reopen Feb. 20 with "Hans Christian Andersen." The house has been closed since last spring when an early morning fire damaged it. Meanwhile, it was offered for sale until the owner decided recently to book it again.

La. House Destroyed

NEW ORLEANS, Feb. 12.—With supper hour patrons exiting calmly, the Bijou Theatre in Houma, La., was completely destroyed by fire last week, with damages estimated at $300,000 by theatre officials.

Sanford

(*Continued from page* 1)

film business as an "actor"—a spear-carrier—for the original David Wark Griffith Productions at New York's Biograph Studio. An awkwardly held spear catching on to unsteady stage curtains, and the resulting destruction, sent him into distribution, where, from 1912 to 1917 he was booker and an assistant exchange manager in New York for the old General Film Company. During a lengthy association with Pathe Film, he became that company's top salesman in New York, in charge of selling the original Harold Lloyd feature comedies.

Sound pictures came on the horizon and Sanford moved over to Western Electric's Electrical Research Products, pioneering in the sale of sound reproducers in this territory. He held various executive sales and maintenance positions with ERPI and its successor, Altec Lansing. In 1949 he resigned to become general sales manager of ABC Vending Corp., servicing theatres.

Sanford was active in industry philanthropic projects and participated prominently in the Motion Picture Pioneers, New York Variety Club, 25-30 Club, and other organizations.

Surviving are the widow, Madeline; a daughter, Mrs. Patricia Donnelly; two granddaughters; two brothers, Frank and Raymond, and three sisters, Mrs. Sidney Taylor, Mrs. Harry Williams, and Mrs. Thomas Baldwin. The remains repose at the Plaza Funeral Home. Interment will be at Gate of Heaven, Valhalla, N. Y. Contributions to New York Catholic Charities in lieu of flowers would be appreciated by the family.

New Mexican Solon Again Attacks Tax

WASHINGTON, Feb. 12.—Unless the Federal admission tax is repealed this year, small theatres will soon be "as extinct as the dodo bird," Congress was told.

Rep. John J. Dempsey (D., N. Mex.) spoke out again in opposition to the 20 per cent tax, warning that the levy is forcing the closing of "thousands" of theatres and thus depriving "millions" of Americans of their only entertainment.

Dempsey, who has sponsored a bill to exempt theatres from the tax and who attacked the levy in a statement last week, inserted in the *Congressional Record* a letter from a New Mexico exhibitor who three years ago bought a theatre for $7,500 and in the following three years paid $7,270 in Federal admission taxes and $890 in local school taxes. "Thus," the theatre-owner wrote, "I have paid more taxes in the past three years than the theatre cost. Now I have worn-out equipment, broken seats and a ruined floor due to the flood of last July 7. I am waiting to see the outcome of the tax-repeal legislation. If the tax is retained, I have no alternative but to sell or close the theatre."

IFE Film on NY Circuits

The Italian Films Export-Classic Pictures release, "The Iron Crown," is playing at 60 theatres in the Metropolitan area. The circuits booking the film are the RKO, Skouras, Century, Randforce and J. and J.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 31 NEW YORK, U. S. A., MONDAY, FEBRUARY 16, 1953 TEN CENTS

Tradewise...

By SHERWIN KANE

TWO years ago United Artists, without product, with rapidly dwindling income, with a roster of top executives who had only limited knowledge of and experience in show business, and lacking the confidence of independent producers, was all but written off as a going concern by most of the industry, including many associated with the company itself.

Then on Feb. 15, 1951, Mary Pickford and Charles Chaplin concluded the deal by which Arthur Krim, Robert Benjamin and Matthew Fox took over management of United Artists with an opportunity to acquire ownership of 50 per cent of the stock by putting U.A. operations back into the black. Far from thinking in terms of profitable operation, many were wondering if the spirited new management would be able to keep the company afloat and, if so, for how long.

But things began to happen, and fast. Max Youngstein, William Heineman, Arnold Picker, among others, were added to the executive

(*Continued on page 2*)

Delays in Theatre TV Case Dictated Industry's Tactics

WASHINGTON, Feb. 15. — Industry tactics in presenting the case for theatre television channels to the Federal Communications Commission were dictated by a desire to get the long delayed hearings under way and were decided upon after consultation with the FCC's own staff, Marcus Cohn and Vincent Welch, attorneys handling the industry's theatre television case, said in clarifying a statement Cohn made before the Commission on this question last week.

A story in MOTION PICTURE DAILY

(*Continued on page 6*)

Industry Leaders on 'Brotherhood' Dais

Top names of the industry will be on the dais at the Waldorf-Astoria Thursday when a dinner honoring seven leaders of the communications systems is held as a highlight of the amusement field's participation in "Brotherhood Week," sponsored by the National Conference of Christians

(*Continued on page 4*)

Skouras Sets CinemaScope Lens Output

From 3,000 to 5,000 CinemaScope sets of lenses are expected to be available by the end of this year, Spyros P. Skouras, president of 20th Century-Fox, said in a cable from Paris received here at the weekend.

The 20th-Fox president also announced the completion of a 10-year agreement with French inventor Professor Chretien, whose lens form an integral part of the company's wide-screen process. Under the agreement, 20th-Fox was granted worldwide rights to distribute and manufacture the lenses throughout the world, with the exception of France and the French Union. In France, the lenses will be manufactured ex-

(*Continued on page 2*)

Schimel, O'Connor Get 3-Year Pacts

WASHINGTON, Feb. 15.—New three-year contracts for Adolph Schimel, vice-president, secretary and general counsel, and John J. O'Connor, vice-president and assistant to the president, have been signed by Universal, the Securities and Exchange Commission was informed.

Each contract calls for a weekly pay rate of $1,000, a 31-day vacation period per year and reimbursement for all reasonable entertainment and other expenses incurred in the carrying out of Universal business. The contracts were signed Jan. 16 and date from Jan. 1 1953 to Dec. 31, 1955.

The new contract for O'Connor re-

(*Continued on page 4*)

100% Holdovers For 'Bwana Devil'

"Bwana Devil," the first full-length three-dimensional film, has established a 100 per cent record of holdovers in its first string of key city engagements, it was announced by William J. Heineman, vice-president in charge of distribution for United Artists, which is releasing the first color film in tri-dimensional, stereoscopic Natural Vision.

In Los Angeles, Philadelphia and

(*Continued on page 2*)

10% Ticket Tax Is Proposed for NYC

Albany, N. Y., Feb. 15.—A tax of 10 cents on admissions to all entertainments where the charge is $1 or more would be one of the levies which New York City could impose by local law, the proceed going to the municipally owned and operated transportation system, under terms of a bill introduced by Senator Fred G. Moritt, of Brooklyn. Such a tax, of course, would apply to a comparatively few theatres.

A levy of not more than 10 cents a work day or 50 cents a week on non-residents is another which the measure would allow.

$1,072,000 Warner Net

A net profit of $1,072,000 after provision of $1,400,000 for Federal income taxes and of $100,000 for contingent liabilities was reported here at the weekend by Warner Brothers for the three months ending Nov. 29, 1952. This compares with a net profit of $2,605,000 for the three months ending Dec. 1, 1951, after provision of $2,500,000 for Federal taxes.

Included in the operating profit for the three months ending Nov. 29, 1952, the company reported, is a profit of $24,000 from sales of capital assets, before provision for Federal income taxes thereon, which compares with a corresponding profit of $935,000 for the three months ending Dec. 1, 1951.

The net for the Nov. 29 three-

(*Continued on page 4*)

'Life' Goes Back to A Movie (3-D) Party

Life magazine, in the current issue now on newsstands, takes note of the three-dimensional excitement in the industry, devoting a two-page picture and text spread to the subject. It's considerably less space than the 10 pages the same magazine devoted to editorial obsequies for the motion picture theatre 18 months ago. Nevertheless, it's a serious, even enthusiastic reporting of the current developments.

"Last week," says *Life*, "all Hollywood was reeling happily in a frenzy

(*Continued on page 2*)

Allied, TOA to Meet on New TradeProblem

Starr Says '3-D' Poses New Theatre Conflicts

A meeting between leaders of the Theatre Owners of America and Allied for the discussion of new trade problems springing from the advent of three-dimensional pictures and panoramic screens is expected to be held sometime before March 10. The session also will seek to reach some sort of an understanding on the future of arbitration within the industry. This was revealed here at the weekend by Alfred



Alfred Starr

(*Continued on page 4*)

Grainger Election As RKO President Slated This Week

HOLLYWOOD, Feb. 15. — An RKO Pictures board of directors meeting is slated for early this week, probably Tuesday, to elect James R. Grainger to the board and to the presidency of the company. He will replace Edward J. Burke, Jr., resigning board member.

J. Miller Walker, vice-president, general counsel and director, left New York at the weekend to be on hand for the meeting. Grainger, who has been at the RKO studios during the past week, is expected to return to

(*Continued on page 4*)

50% of 20th-Fox Releases in Color

More than 50 per cent of 20th Century-Fox's 18 releases between February and June of this year will be in color, nine with color by Technicolor and one in Cinecolor, the company announced over the weekend.

Leading off the Technicolor line-up are "Niagara" and "Treasure of the

(*Continued on page 4*)

Personal Mention

SI H. FABIAN, president of Fabian Enterprises, Inc., is due here from Florida tomorrow.

•

EDWARD A. SARGOY of the law firm of Sargoy and Stein became a grandfather for the first time when his daughter, MRS. RICHARD H. ROSENBERG, gave birth to a son, JOHN EDWARD, at the Bethesda Hospital, Cincinnati.

•

MILTON R. RACKMIL, Universal president; ALFRED E. DAFF, executive vice-president, and BEN COHN, foreign department executive, left here at the weekend by plane for Mexico City on the first leg of a two-week trip to Central and South America.

•

ERIC JOHNSTON, MPAA president, has returned to Washington from Hollywood. He is expected to make his next visit early next month.

•

IRWIN ALLEN, RKO Radio producer-writer, will arrive here tomorrow from Hollywood.

•

LOUIS BERG, film and TV editor of *This Week* magazine, flew to Europe from here at the weekend.

'Life' on '3-D'

(*Continued from page* 1)

of what looked like the biggest boom since the advent of the talkies." Sounds better than the "Now It's Trouble That's Supercolossal in Hollywood" heading on *Life's* article of August, 1951.

The *Wall Street Journal,* which also has devoted extensive space to theatre depression stories, has published nothing yet on the 3-D stir, despite the fact that in the *Journal's* own backyard, the Stock Market, 3-D has made the amusement stocks the most active on the Big Board for more than two weeks, while the general market condition otherwise was as weak as the *Journal* had depicted theatre business to be.

4 Get Promotions in W.B. Pittsburgh Zone

PITTSBURGH, Feb. 15.—Henry Burger, district manager of Warner Theatres here, has been named director of advertising for all Warner Theatres in this Tri-State area. In addition, he will supervise Erie district theatres. He will replace Jacques L. Kahn, whose resignation as advertising director, is effective March 1.

Robert Bowman, manager of the Warner Theatre, Erie, has been advanced to district manager for Northern Pennsylvania and lower New York State theatres. Also, added responsibilities will be given to Phil Katz as publicity and exploitation chief. Succeeding Bowman as manager of the Warner, Erie, is Henry Rastetter, manager of the Columbia there. All of the appointments, announced by M. A. Silver, zone manager, are effective March 1.

25-inch Magazines for 3-D Recommended by MPRC

HOLLYWOOD, Feb. 15.—Twenty-five-inch magazines and 24-inch reels containing 5,000 feet of color film (or 5,500 in black and white) are recommended as standard for exhibiting three-dimensional pictures by the Motion Picture Research Council in a report issued here following an MPRC board meeting. Council director W. F. Kelly pointed out that this makes a two-hour show comprising 112 minutes of film and the necessary intermission readily practical. If, as seems likely for the immediate future at least, the actual three-dimensional portion of a program runs less than that, a newsreel and shorts can be spliced onto one of the 3-D films and projected conventionally, with the other machine shut off or "doused."

The Council is proceeding with the preparation of a complete report for distribution to the trade. Recommendations for standards contained no significant deviations from the expectancy created by the familiarity with 3-D equipment now in use.

Athough the Council is not ready to disclose details, the organization has been working on standards for photographing in 3-D also, and will shortly have in readiness for studio use what is described as a "virtual sliderule" by which cinematographers and others can compute convergences, lens separations and other vital adjustments, as rapidly and surely as they regulate the focus on normal cameras.

The Council disclosed that many types of screens now in general use can be made satisfactory for three-dimensional purposes by painting with appropriate paints; the Council will report on paints later.

Says NV Got 6 New Commitment Bids

Hollywood, Feb. 15.—Interviewed on his arrival back from a New York business trip, Natural Vision Corp. president Milton L. Gunzburg said six new bids for the use of the NV process in producing three-dimensional pictures had been received while there. The identity and disposition of these bids cannot be divulged, he said, until it becomes certain NV equipment now in use and committed for can be freed for other use on stipulated dates.

Tradewise . . .

(*Continued from page* 1)

staff. Financing to independent producers was opened through the Walter Heller Co. and, within six weeks, Krim was able to announce a release schedule of 24 pictures for the coming year.

In less than two months, acquisition of the Eagle Lion product assets was announced, making it possible for the distributing organization to bridge the gap until new product was ready for delivery.

At the end of 1951, and with only a ten and one-half months' tenure for the new management, U.A. was in the black, qualifying the management for possession of half of the company's stock and voting control for a seven-year period.

•

In the second year, 1952, the new management registered equally remarkable progress, permitting it to offer a program of 42 pictures for the ensuing season—impressive testimony of the restoration of independent producers' confidence in management and the company. Much of that product won outstanding box-office recognition and, equally flattering, if less satisfying, corporately, some of it won substantial critical citations and Academy honors.

The second calendar year's operations ended in a substantial profit.

Now the UA management's own second anniversary is at hand.

It started out the third year with the acquisition of "Bwana Devil," the industry's first third-dimensional feature film, the success of which at the box-office has been the largest single factor in spurring the technical revolution in production and exhibition now in progress, the ultimate extent of which, many believe, will compare with the changeover from silent to talking pictures. Fittingly, New York premieres of "Bwana" on Wednesday will provide a climax for the U.A. management's second anniversary observance.

The record, eventful though brief, is one to be proud of.

MOTION PICTURE DAILY joins United Artists' host of friends in the sincere wish that, enviable as that record is, it will be equalled if not surpassed in the years to come.

100% Holdovers

(*Continued from page* 1)

Detroit, "Bwana Devil" chalked up seven-week engagements. It played six weeks in San Francisco and four in Pittsburgh, with similar long runs in Houston, Dallas, Baltimore, Buffalo, Miami Beach, Chicago, San Antonio, Washington, Boston, Cleveland and Syracuse.

The African adventure drama, which will open at some 40 key theatres during the next few weeks, will have its New York premiere on Wednesday at Loew's State and will open simultaneously at Fabian's Fox in downtown Brooklyn.

'Bwana' British Bow In 4 Rank Theatres

London, Feb. 15.—Four J. Arthur Rank theatres, one each in London, Leeds, Birmingham and Glasgow, have booked "Bwana Devil" to open next month. The necessary equipment and glasses for the Natural Vision process already are on hand for the engagements.

The deal was set by Arnold Picker, United Artists vice-president, during his recent visit here. The bookings will be the first engagements on this side for the picture which has caused such a stir in the States.

Skouras Sets

(*Continued from page* 1)

clusively by Professor Chretien for 20th-Fox.

Skouras added that he expects Professor Chretien to deliver 500 sets before the end of the year. This, plus the output of other manufacturing units in different areas of the world, should make sufficient lenses available to meet contemplated theatre demands, Skouras declared. 20th-Fox, he added, would produce nine CinemaScope feature films between now and the end of June.

Skouras said that 20th-Fox will make available shooting lenses to other companies in about 75 to 90 days on an equitable basis. He expressed the belief that in about one or one-and-half years the majority of the world's film production will be using the CinemaScope system. The 20th-Fox president also stressed the system's simplicity for shooting and exhibition, adding that all theatres will be able to use it as special lenses will be adopted to the size of the particular theatre.

Twentieth-Fox, he explained, will have the lenses manufactured in various countries wherever there are good opticians in order to make available sufficient sets for installation in the theatres of the world as soon as possible. Skouras expressed the belief that the time cost of production with CinemaScope will be greatly reduced as close-ups will not be essential any longer. "The Robe," the first picture to be made in the process, will go into production next week, Skouras added. The 20th-Fox president was due to leave here for New York at the weekend, accompanied by Earl I. Sponable, research director.

Tent 35 to Reveal Heart Project Feb. 25

Tent No. 35, Variety Club of New York, will announce its new Heart project at a special luncheon at the Hotel Piccadilly here on Feb. 25, Ed Lachman, chief barker, announced at the weekend.

Guests at the luncheon will include Constance Moore, vocalist, and Dr. H. Houston Merritt, director of neurological service of the Neurological Institute, Presbyterian Hospital.

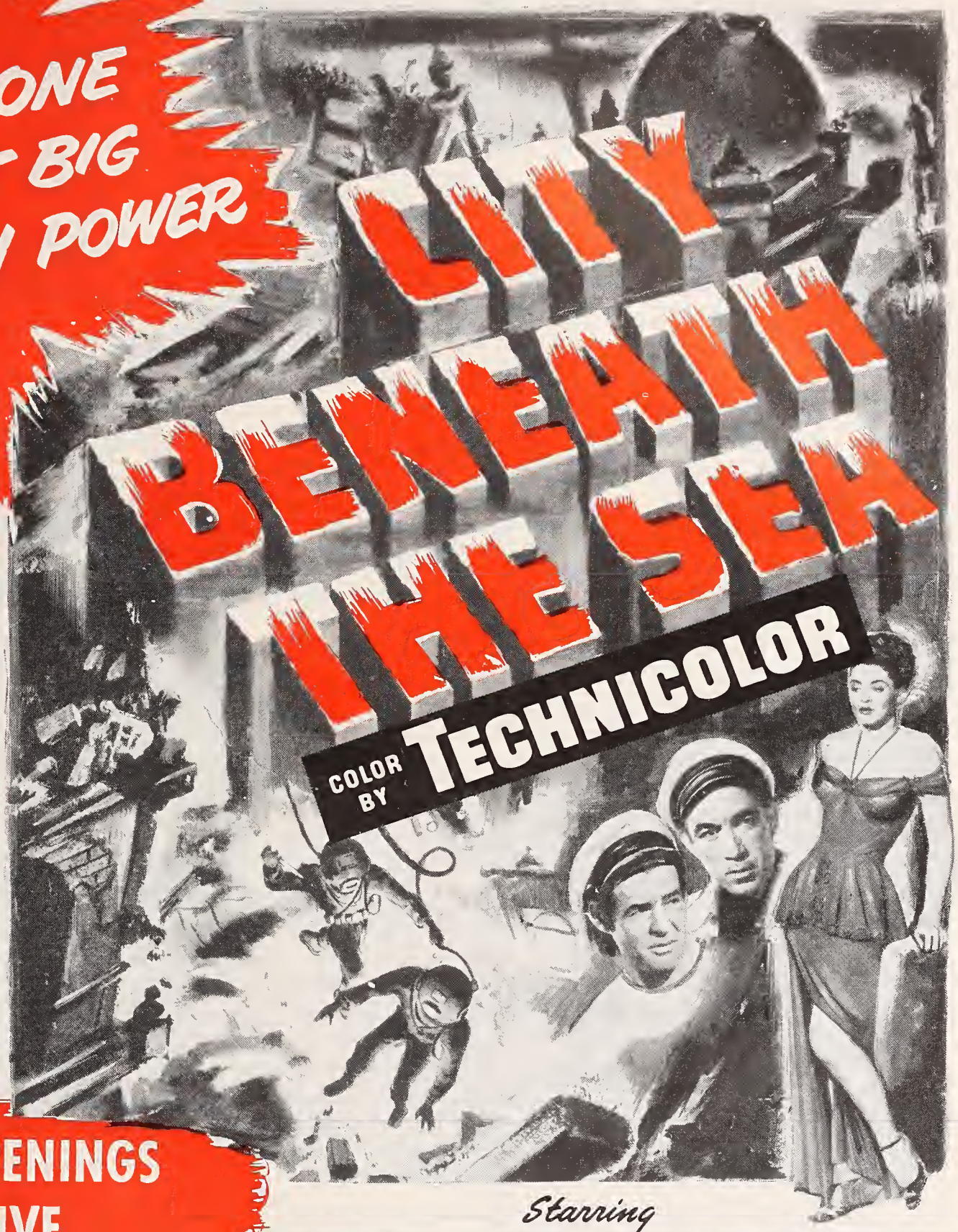
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THIS IS THE BIG ONE WITH THAT BIG PROMOTION POWER FOR EXTRA PROFITS!

SPECIAL PRE-RELEASE ENGAGEMENTS

During the month of February

(General Release in March)



REGIONAL OPENINGS WITH INTENSIVE SATURATION CAMPAIGNS



in

Starring

ROBERT RYAN · MALA POWERS · ANTHONY QUINN · SUZAN BALL

with HILO HATTIE · DIRECTED BY BUDD BOETTICHER · WRITTEN BY JACK HARVEY AND RAMON ROMERO

PRODUCED BY ALBERT J. COHEN · A UNIVERSAL-INTERNATIONAL PICTURE

CLEVELAND - TOLEDO - DETROIT AREA • SAN FRANCISCO - NORTHERN CALIF. AREA • BOSTON - NEW ENGLAND AREA

Universal International WITH THAT U-I KIND OF SHOWMANSHIP!

A CHARLES J. FELDMAN 25th SILVER ANNIVERSARY DRIVE PICTURE!

File RKO Minority Suit in Nev. Also

Washington, Feb. 15.—The minority Castleman and Feuerman suit against Howard Hughes and RKO Pictures has been filed in District Court at Las Vegas, the Securities and Exchange Commission was informed here.

The suit, which follows the lines of the complaints filed in New York and Los Angeles courts, was entered on Dec. 23 and was answered by a general denial by the company on Feb. 3. The suit also accuses Hughes of "mismanagement" and seeks an accounting of funds for the awarding of damages.

Grainger Election

(*Continued from page* 1)

New York as president on Feb. 23.

The meeting was slated following the decision of the Ralph Stolkin syndicate to return its 26.8 per cent controlling interest in the company to Howard Hughes, currently board chairman. The decision paved the way for the resignation of Burke, who is a member of the syndicate, from the board. Involved in the transaction was the forfeiture of $1,250,000, the sum of the Stolkin group's down payment for the 1,013,400 shares of stock owned by Hughes and the 36,000 shares owned by Ned E. Depinet, former president and now company consultant. Depinet was due to receive about $40,000, representing his share of the down payment, in addition to his 36,000 shares. Depinet, however, declined comment in New York.

On Friday, Hughes, in response to queries, issued a statement saying that the Stolkin group is issuing the necessary instructions to accomplish transference of the stock. He added that he would nominate Grainger to the presidency at the board meeting.

The loss of the Stolkin syndicate, which owned the stock since last September when the deal was consummated, was put at $1,750,000, which includes the down payment, interest charges and legal and brokerage fees. The syndicate, which bought the stock at $7 per share, still owed an additional $6,100,000 when it was decided to bow out of the deal under the amended agreement with Hughes.

Warner Net

(*Continued from page* 1)

month period is equivalent to 21 cents per share on the 4,950,600 shares of common stock outstanding, compared to 46 cents per share on the 5,619,785 shares of common outstanding at the corresponding period last year.

Film rentals, theatre admissions and sales amounted to $26,378,000, compared with $29,558,000 for the corresponding period last year.

The consolidated balance sheet as of Nov. 29 showed cash of $14,743,049, United States government securities of $11,368,042, inventories of $26,879,556 and total current assets of $59,377,217. Current liabilities were listed at $30,340,703.

Total income for the three-month period was put at $27,985,989. Earned surplus was listed at $66,422,398.

Review

"I Love Melvin"

(Metro-Goldwyn-Mayer)

A ROLLICKING comedy with music, this picture should register especially well with the juveniles and offer plenty of amusement for the grownups. With Donald O'Connor carrying the comedy and Debbie Reynolds supplying the romantic angle, the film rolls along at a fast pace with only a few dull moments, caused by the interpolation of some not-so-good musical numbers. However, such criticism is minor and, all-in-all, the picture can be classed as good entertainment.

O'Connor, a carrier of flash bulbs for *Look* magazine, poses as a big-time lens expert in order to woo Miss Reynolds, who has aspirations for a Hollywood career. He fakes a magazine cover of her which wins the girl and foils a rival, but the deception is discovered and O'Connor disappears. The magazine is sufficiently impressed by his work to launch a search for him, resulting in his reinstatement in both the life of Debbie and the good graces of the magazine. And Debbie gets her picture on *Look's* cover, this time legitimately.

O'Connor excels in the dance numbers, but Jim Backus, as a photographer, steals almost every scene. Doreen Corcoran clicks as Debbie's little sister.

The color by Technicolor feature was produced by George Wells, who also wrote the screenplay. Don Weis directed. Others in the cast are Una Merkel, Richard Anderson, Allyn Joslyn, Les Tremayne, Barbara Ruick and Robert Taylor.

Runningtime, 77 minutes. General audience classification. Release date, March 20.

New Trade Problems

(*Continued from page* 1)

Starr, TOA president. Starr will leave for a combination business and pleasure trip to Europe on March 10 and he said he was hopeful that the parley could be held before that date.

When the TOA board of directors met in New York last month, Starr announced that he would press for a meeting with Allied heads on the matter of settling differences existing between the two trade associations on the approach to arbitration. However, the pending flow of new dimensional pictures that loom on the industry horizon is creating additional common problems which require serious discussions among exhibitor leaders, Starr asserted.

"There is every indication that we are going into a new form of picture presentation," Starr said. "We don't know what that form will be, insofar as equipment is concerned, but as we have a vital stake in the developments we must be prepared to meet the advances."

Starr said he had discussed the plan for a joint meeting with Wilbur Snaper, Allied president, and that Snaper was receptive to the proposal. Herman Levy, TOA general counsel, who attended Starr's conference with the trade press, said the TOA-Allied meeting would be "informal."

Starr said that exhibitors were demanding standardization in the new medium. Right now, he added, the rush into dimensional pictures by the producers is a "free-for-all," with each studio striving to come up with something different. This, he said, is a healthy condition, because with all of the experimentation going on, one good system is bound to materialize. Therefore, Starr continued, the exhibitor demand for standardization at this time is premature because "we don't know what we're going to have."

In the final analysis, Starr said, two criteria will determine the future of the new medium. One is public acceptance and the other is the cost of installation to the exhibitor. Assuming that the new medium is a permanent fixture, then only one of the various processes must survive, he said. Currently there are Cinerama, Natural Vision and Stereo Techniques, while coming up are CinemaScope, new and unveiled systems by Paramount and others. However, the TOA president predicted that within a year the validity of one system will have been proven.

Starr warned exhibitors to "move with caution" and carefully watch developments in the new field. The uncertain conditions now prevailing "will settle down," he added. By the time each company has brought out a dimensional film, he continued, "everything will be clarified."

The TOA president's European trip will be partly a vacation but he plans to study exhibition abroad and the effects of three-dimensional pictures in Southern countries where "3-D" is well advanced. He plans to visit Greece, Italy and Turkey.

20th-Fox Releases

(*Continued from page* 1)

Golden Condor," both of which currently are in release.

Next month will see "Down Among the Sheltering Palms" and "Destination Gobi."

April Technicolor productions are "Call Me Madam," and "Tonight We Sing."

For May, 20th-Fox will offer "The Farmer Takes A Wife" and "Invaders from Mars," the latter in Cinecolor.

The June slate will be represented by "The Girl Next Door," and "Powder River."

Volchok, Engerman Form New Company

PORTLAND, Ore., Feb. 15.—Zollie Volchok, former theatre executive here, under the Evergreen banner, and for the past few years executive of Sterling Theatres of Seattle, has joined Jack Engerman of Lippert Pictures in forming the Northwest Releasing Corp., with offices here and Seattle.

In addition to Lippert films, they have obtained franchises from independent distributors dealing in art and exploitation attractions.

More Join Zukor Sponsoring Group

Leading exhibitors, circuit executives and trade press editors and publishers have accepted invitations to join the sponsoring committee for the Adolph Zukor Golden Jubilee dinner which will be held here Wednesday March 4, at the Hotel Waldorf-Astoria. This was announced by Harry Brandt, chairman of the dinner committee, and Robert J. O'Donnell, international chairman of the year-long nationwide series of tributes which Variety Clubs International has set up to honor "Mr. Motion Pictures" on the 50th anniversary of the opening of his first penny arcade.

Among key figures from exhibition who have already been named to the sponsoring committee are: Herman Becker, William Brandt, Leo Brecher, Max A. Cohen, Russell V. Downing, Emanuel Frisch and Harry Kalmine.

Also: Edward Lachman, Charles B. Moss, Walter Reade, Jr., Samuel Rinzler, Samuel Rosen, Fred J. Schwartz, Sol A. Schwartz, Joseph M. Seider, Gerald Shea, George Skouras, Spyros S. Skouras, Jr., Wilbur Snaper, Joseph R. Vogel, Frank C. Walker, David Weinstock, and Robert M. Weitman.

Trade paper editors and pubishers who have accepted the invitation to join the sponsoring committee are Jack Alicoate, Jay Emanuel, Abel Green, Pete Harrison, Chick Lewis, Martin Quigley, Ben Shlyen, Morton Sunshine, Mo Wax and William R. Wilkerson.

'Brotherhood'

(*Continued from page* 1)

and Jews. Sol A. Schwartz, is national chairman for the Brotherhood committee's amusement division.

The honored guests will be Spyros P. Skouras, Walter D. Fuller, John Golden, William Randolph Hearst, Jr., Jack R. Howard, Danny Kaye and David Sarnoff and Spyros P. Skouras.

Among those scheduled to be on the dais are Benjamin Kalmenson, C. Walton Ament, Harry M. Kalmine, Barney Balaban, Austin C. Keough, Charles Boasberg, Arthur B. Krim, Harry Brandt, Chick Lewis, Max A. Cohen, Al Lichtman, Jack Cohn, Abe Montague, Ned E. Depinet, Edward Morey, Robert W. Dowling, Charles C. Moskowitz, Louis Nizer, John J. O'Connor, Russell Downing, Martin Quigley, Jay Emanuel, Milton R. Rackmil, Simon Fabian, Charles M. Reagan, Frank Folsom, Quentin Reynolds, William P. Gehring, Samuel Rinzler, William German, Herman Robbins, John Alicoate, Leonard H. Goldenson, Samuel Rosen, Maurice Goldstein, J. Robert Rubin, Bernard Goodman, Abe Schneider, A. W. Schwalberg, Ben Grauer, Fred Schwartz, Abel Green, Si Seadler, Bill Hayes, Ben Shylen, Will H. Hays, George Skouras, William J. Heineman, Donald A. Henderson, Bill Stern, Morton Sunshine, John Cameron Swayze, Joseph A. Vogel, Albert Warner, Mo Wax, Herbert J. Yates, Max E. Youngstein.

Schimel, O'Connor

(*Continued from page* 1)

places an old one for one year under which he also was paid at the rate of $1,000 per week. Schimel's old one-year contract also called for a $1,000 weekly salary.

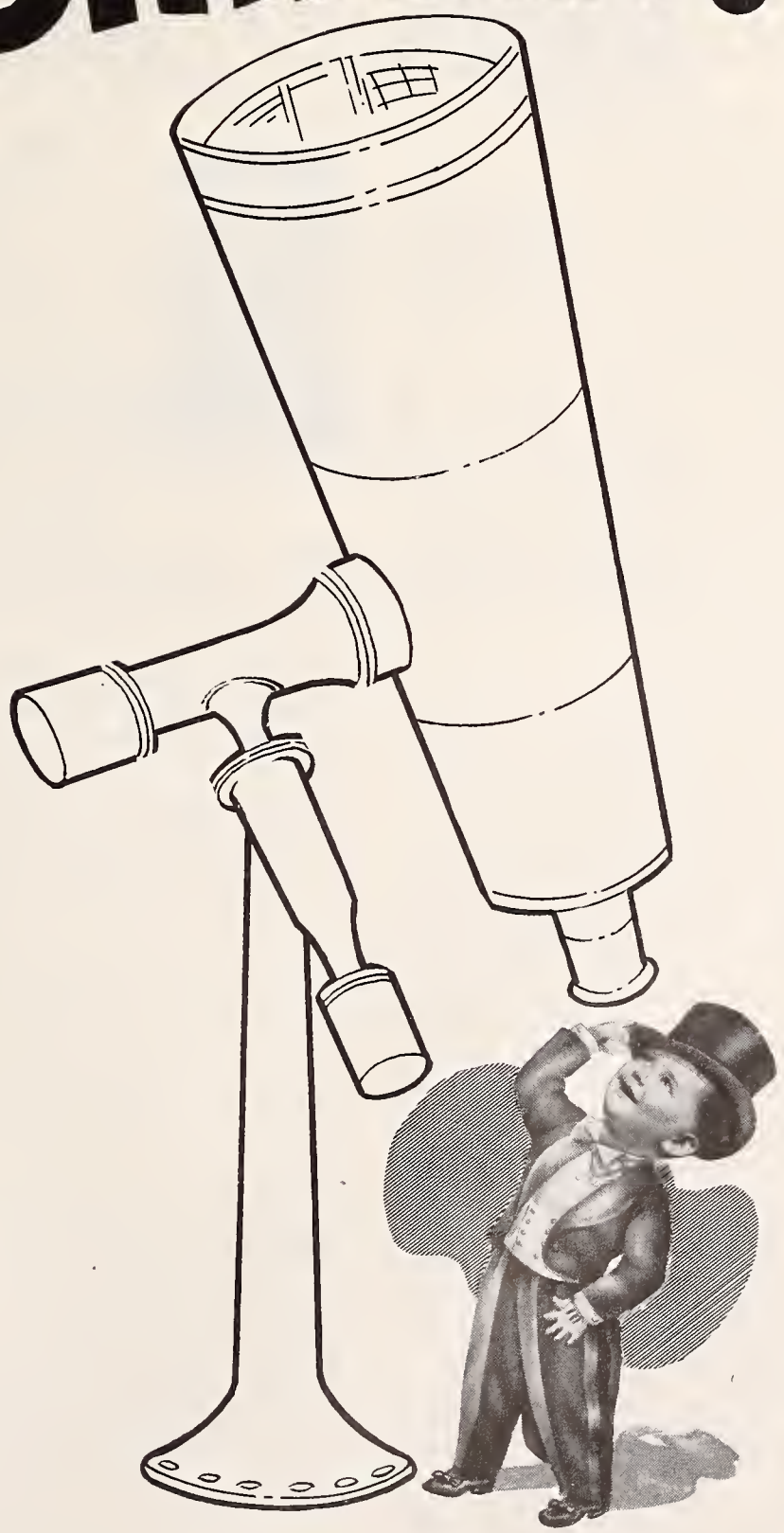


Astronomical!

If HIGH PRICES have you *seeing stars* . . . you'll find the answer in the Bureau of Labor Statistics report . . . which shows that the *cost of living* has shot skyward an average of 90.8% since 1939 . . . with *Food* contributing to the tune of 133.2% . . . *House Furnishings* 105% . . . *Clothing* 102.3% . . . and so on, to dazzling heights!

Exhibitors Digest reports an even *greater* skyrocketing of your theatre's *operating costs* . . . with an average increase of 98.9% since 1940 . . . including an increase of 115% in the cost of *projection equipment and supplies* . . . 143% in the cost of *seats* . . . 106% for *janitor supplies* . . . 93% in *stationery supplies* . . . and so on . . . into the wild blue yonder!

When you compare these *astronomical* figures . . . with the negligible increase, IF ANY, you have paid NSS during all these years of rising costs . . . you will recognize the *down-to-earth,* service-with-a-smile policy that has earned the reputation of The Prize Baby of the Industry!



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Theatre TV

(Continued from page 1)

of Wednesday, Feb. 11, said industry attorneys had admitted using the wrong tactics in presenting the case to the FCC, that they should have put on general testimony on the need and uses for theatre TV before putting on technical testimony. "We put the cart before the horse," Cohn was quoted as saying.

Cohn's full quote was: "We have gotten the cart before the horse in this proceeding through no one's fault."

To clear up any possible misunderstanding, the DAILY prints herewith the full text of Cohn's remarks before the Commission on this question:

"In the course of our discussions and deliberations as to how best to present the case to the Commission, we concluded that it was absolutely essential that in the presentation to the Commission we first deal with the need for the service and the use to which the service would be put if allocated by the Commission, and then, secondly and lastly, to deal with the engineering and cost accounting practices.

Postponed Proceedings

"From the summer on into the winter of 1951, the Commission from time to time postponed the proceedings, until in June of 1952 it announced that it would begin the proceedings in January 1953. By that time our engineering testimony, our engineering preparation, if you will, had almost been concluded and we were in the process of buttoning up the lay testimony as to the need and use of the service. Because of the numerous times that the hearing had been postponed, a petition was filed with the Commission asking that a few days be set aside in the fall of 1952 in which we could put in the engineering testimony, which we judged at that time would take approximately eight hearing days. That petition was granted by the Commission and we began this proceeding with the presentation of the engineering details.

"I think it was clear to all of us from the very beginning of this hearing that the Commission was rightly and obviously concerned about basic policy considerations to which none of the engineers could direct their attention, nor had they given consideration, policy considerations, that only the lay witnesses who would testify concerning need and future use could answer. I am sure you recall the question which frequently arose as to why it was necessary to have six proposed services, why it was necessary to have quality equal to 35mm. film. All of those questions were pertinent, of course.

"We intend to answer those questions and all of the other non-engineering questions which have been raised by the commissioners at various times in the course of this particular proceeding. In other allocation proceedings, the records of which I have gone through as best I could, I find again and again that the history of the presentation is first to present the need and the future use and then to deal with the engineering factors. I think we have gotten the cart before the horse in this proceeding through no one's fault, and that is the reason why we are in the position today, I think, of having temporarily interrupted this proceeding to answer questions which rightfully bother the Commission."

Television--Radio

with Pinky Herman

THE NEW CBS Production Center, at the site of the former Sheffield Farms depot and office building on 56th & 57th streets between 10th and 11th Aves. in N. Y., may be used in the near future for telecast studios. Property consists of about 405,000 square feet of floor space. . . . Did you know that Jack Mahoney, TV's "Range Rider," used to be a stunt man for Hollywood studios? . . . Ken Murray's 10-months-old daughter Pamela makes her screen debut in Ken's forthcoming production, "The Marshall's Daughter." Ken didn't get started on his career until he was 20 (months? NO! years). . . . Smart gal, Toni Romer. Though she appears regularly on "High Adventure," "The Web" and "John Steele, Adventurer," the actress still keeps her job as hat checker at Peter's Backyard Bistro in Greenwich Village and always gives an "at liberty" actress her job when she has a studio commitment. . . . Interstate TV Corp., with 13 TV films of "The Amazing Tales of Hans Christian Andersen" on hand, has made a deal with KEM Productions for another 13, to be filmed next month.

☆ ☆ ☆

An unusual circumstance has just been brought to our attention, by one of our readers, Ray Perkins of KFEL in Denver. A composer in his own right and ex-vaudevillian, Ray airmailed an epistle to ye scribe, pointing out that though "The Bell Telephone Hour" and "Cavalcade of America" won two different awards in the MOTION PICTURE DAILY-*Fame* poll (radio) the respective orchestras are batoned by Donald Voorhees. . . . To Ray: Thanks for the reminder. To Donald: Congratulations. . . . Starting Saturday, Feb. 28, WOR-Mutual's Barn Dance schedule will be expanded to a full hour, when a new series, "Virginia Barn Dance Jamboree," originating in Danville, Va., will be heard from 8:30 to 9:00 P.M. preceding the "New England Barn Dance Jamboree" from Worcester, Mass. The Dixie portion of this series features Clyde Moody and his Woodchoppers, the Bowes Bros. with Frank Raymond, emceeing the hootenanigans. . . . When Lilli Palmer WCBScreens the life story of Genghis Khan, medieval scourge of Asia and Eastern Europe, Sunday, Feb. 22 (2:45-3.00 P.M.) her guest on the telecast will be Capt. Chinges Guirez, a direct descendant of Khan, who served as liaison officer for Gen. Mark Clark in Italy during World War 2. . . . In honor of the late Amalia Coleman, mother of Emil, Gregory, Joseph and Adolf, who made their marks in American popular and classical music, an "Amalia Coleman Scholarship Fund" has been created and is available to the 10 most promising and talented young violinists of all nations. Joseph Coleman, pupil of the late Prof. Leopold Auer, starting in April, will personally conduct auditions of young violinists in Steinway Hall. A wonderful memorial to a grand old lady of music.



Donald Voorhees

☆ ☆ ☆

PERSONAL POSTCARDS TO: WALTER WINCHELL—The "American Inventory" producer Bill Hodapp, with Bob Wald, ass't. prod., will film "The Cancer Story" for the Cancer Society. Laurence Schwab, Jr., will direct. . . . GREGORY RATOFF—Not only did you tell Jack Lescoulie (pinch-hitting for vacationing Dave Garroway) on "NBToday" that he "looks like the son of Clark Gable and that you will use him in a featured role in your next picture" BUT WHAT YOU DON'T KNOW TILL YOU READ IT HERE IS THAT YOUR PROMISE WAS RECORDED ON TAPE. . . . JACK BENNY—Adolphe Menjou's list of ten "best-dressed men" in TV includes Robert Montgomery, Bob Hope (ah there, Bing), Kent Taylor, Dean Martin, Mike Wallace, Charles Farrell, Dennis Day, Lee Bowman, Bud Collyer and Waukegan's gift to the violin world, J. Benny. . . . WILLIAM PALEY—Arthur Godfrey (you must have heard of him, a CBS artist for the past 20 years) started his radio career as an amateur banjoist on WFBR Baltimore, back in Oct. 1929. . . . SAMMY KAYE—Your newest Columbia platter of the tune, "Lighthouse in the Harbor," according to several local top deejays, will be another "Harbor Lights." . . . ED WYNN—The cost of shipping your TV costumes and props to London for your Palladium engagement there is in the neighborhood of Five grand.

Atlanta Business Up, Small Towns Down

Atlanta, Feb. 15.—A number of theatres in Atlanta report an increase in business in January over January 1952, of about two one-half per cent, but most small town theatres throughout Georgia showed a decrease of 10 to 20 per cent, attributed mostly to the severe drouth which the area suffered last year.

'Eagle' Won't Boost Theatre Ad Rates

Although contemplating rate increases in all other advertising classifications, the Brooklyn *Eagle* has decided to make no change in its present amusement advertising rate, Martin Dickstein, amusement advertising manager, announced Friday.

Dickstein said the *Eagle* "is cognizant of the fact that this is a period of adjustment for the motion picture industry, and it is this newspaper's intention to do everything possible to cooperate."

Top Grosses Here For 4 Para. Films

Four Paramount films, "Come Back, Little Sheba," "The Stooge," "Road to Bali" and "The Stars Are Singing," are reportedly doing top business in their bookings here.

"Little Sheba" hit $19,000 for its eighth week at the Victoria. The second week of "The Stooge" went $2,000 over its first week at the Paramount, hitting $115,000. "Road to Bali" at the Astor, also went $2,000 over its first week with a figure of $30,000.

$228,411 for Kaye In 39 Performances

In 39 performances, Danny Kaye and his show which started its fifth week at the RKO Palace Theatre here yesterday grossed $228,411, exceeding previous grosses for Judy Garland and Betty Hutton, the circuit reports.

'What's Playing?' to Go on TV Nationally

"What's Playing?" the television program highlighting scenes from new motion pictures, will be made available nationally, Emanuel Demby, president of Demby Productions, Inc., producer of the program, disclosed here.

Rites for Mrs. Rosenthal

TROY, N. Y., Feb. 15. — Funeral services for Mrs. Jennie C. Rosenthal, owner of the State Theatre here, widow of Jacob C. Rosenthal, a pioneer exhibitor in this city, and mother of Leonard L. Rosenthal, counsel for Upstate Theatres, Inc., of Albany, were held Thursday at Temple Beth El here. She died Wednesday.

Hitchcock, Baxter Here

Alfred Hitchcock, Anne Baxter and Roger Dann arrived in New York over the weekend from Montreal and Quebec following personal appearances at the world premiere engagements there of "I Confess."



BRIGHTER and WHITER ARC with the NEW

NATIONAL 7mm
TRADE-MARK
"SUPREX" CARBON



Closely following general acceptance of the sensational, new 9mm "Suprex" carbon, NATIONAL CARBON now offers greatly improved screen light for theatres with variable-feed, mirror-type lamps, using 7mm high-intensity carbons. Specifically, the new "Suprex" carbon provides the following advantages:

- **Brighter and whiter light**
- ***More light at same current or consumption***
- ***Same light at lower current and carbon consumption***

For unequalled uniformity and arc stability, for the *best* in carbons—that research is constantly making *better*—get complete information on this and other recent NATIONAL CARBON developments. Write us—or see your theatre supply dealer who is NOW READY TO SHIP THE NEW 7MM "SUPREX" CARBONS.

ORDER THESE NEW 7mm CARBONS *NOW**

- 7mm x 12" Cat. No. L 0521
- 7mm x 14" Cat. No. L 0525

*Not recommended for 1 KW fixed feed ratio lamps.

The terms "National" and "Suprex" are trade-marks of Union Carbide and Carbon Corporation

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MAKING BOXOFFICE HISTORY IN ITS WORLD PREMIERE ENGAGEMENT, RADIO CITY MUSIC HALL



There's No Business Like 20th Century-Fox Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 32 NEW YORK, U.S.A., TUESDAY, FEBRUARY 17, 1953 TEN CENTS

WB 'Assured' Of 'Holders' Okay Today

Says Count Clinches Reorganization Plan

Approval of the Warner Brothers' amended plan of reorganization is assured at today's annual meeting of stockholders, to be held in Wilmington, Del., a management spokesman declared here yesterday, on the basis of proxy returns mailed to the home office.

The plan, which paves the way for Si H. Fabian, president of Fabian Enterprises, Inc., to assume management control of the new Stanley Warner Theatre Corp., needs the approval of two-thirds of the outstanding

(*Continued on page 6*)

Robbins Nominated B'nai B'rith Head

Burton E. Robbins, executive of National Screen Service and representative of his company for many years in its participation in industry charitable drives, has been nominated to the presidency of New York's Cinema Lodge of B'nai B'rith to succeed Martin Levine, executive of Brandt Theatres, Leo Jaffe and Albert A. Senft, co-chairmen of the nominating committee announced yesterday.



Burton E. Robbins

Elections will be held on Tuesday,

(*Continued on page 3*)

Reed Bill Dampens Tax Repeal Hopes

WASHINGTON, Feb. 16.—Chances for House action this year on repeal or reduction of the Federal admission tax grew dimmer today as the House Ways and Means Committee stamped speedy approval on the so-called Reed income tax reduction bill.

The House Rules Committee will prevent the Reed bill from coming

(*Continued on page 6*)

Booth Conversion to 3-D Cost Range: $584 to $784

The approximate cost of converting a projection booth for the exhibition of tri-dimensional pictures ranges from $584 to $784, plus installation costs which vary in accordance with the condition of the booth, according to James Brigham, supervisor of installations for "Bwana Devil." Brigham is here to direct installations in Loew's State Theatre, the Fox Brooklyn and Loew neighborhood houses.

Brigham yesterday broke down the equipment costs as follows: large magazines, $302; port filters and staticmaster brush, $62; lineup chart, $10; three large reels, $60, and the interlock, $150 to $350, depending on whether a mechanical or electrical device is used.

The installation costs, Brigham said, vary with the booth. As a rule, if the booth is up-to-date, the outlay will be considerably less than if there has been no modernizing in recent years. He pointed out that the supply of D.C. current must be sufficient to supply both lamps continuously for the complete running time.

The screen must be metallic or have an aluminum surface so that it is nondepolarizing. Brigham said some ex-

(*Continued on page 6*)

20th, U-I, UWF File Reply in 16mm. Suit

Hollywood, Feb. 16.—Twentieth-Century-Fox, Universal-International and United World Films, Inc. today filed answers in Federal Judge William Byrne's' court to the government's amended complaint charging that these three and nine co-defendant companies had conspired to prevent television and certain other outlets from obtaining 16mm. prints of their pictures.

The other nine have three more days to file answers before the deadline set by court on Jan. 19. The companies which filed today made a general denial of the principal charges against them. Following the answer period the court may order pre-trial conferences to consolidate the issues and stipulations, or can set a date for trial.

Yates Predicts Big Year for Republic

A "banner" year for Republic Pictures and Consolidated Laboratories was predicted yesterday by Herbert J. Yates, president of both companies, at a meeting here of the board of directors. Yates told the board that the laboratory business was increasing and that film sales were on the upswing.



Herbert J. Yates

Yates, with Mrs. Yates (Vera Ralston), will leave here tomorrow for Europe and will be gone about six weeks.

No mention was made at the meeting of a successor to James R. Grainger as sales chief. Until a successor has been named, greater responsibility

(*Continued on page 3*)

Series of Meetings To Promote RKO's 25th Anniversary

Charles Boasberg, general sales manager of RKO Radio, and Nat Levy, Eastern division manager, will arrive in Cleveland today from New York for the first of a series of meetings with division, district, branch and sales managers in preparation for the company's "25th Anniversary Drive," set for March 6 to June 25. Following the meeting today Boasberg will go to New Orleans and then to Chicago on Feb. 24, and Toronto on March 4. Levy will go to Phila-

(*Continued on page 6*)

Owen at Southern Para. Meet Today

Hugh Owen, Paramount Eastern and Southern division manager, will arrive in Atlanta today from New York for the first of a series of nine branch meetings at which he will discuss new product and the plans formulated at the recent week-long division and branch managers' meeting in New York.

High on the agenda will be a dis-

(*Continued on page 3*)

Find Para.'s 3-D Process 'Impressive'

To Release 'Sangaree' in May; Slate Another Two

By MURRAY HOROWITZ

Paramount unveiled its three-dimensional process to the trade here yesterday, making it the first of the major studios to publicly show its own tri-dimensional system. It was an impressive performance.

Utilized for the demonstration at the New York Paramount Theatre were unedited "rushes" of "Sangaree." Despite the rough quality of the scenes, the picture had all the earmarks of a top professional production and the depth

(*Continued on page 6*)

UA Names Blumofe To Hollywood Post

HOLLYWOOD, Feb. 16.—The appointment of Robert F. Blumofe as West Coast representative of United Artists was announced here today by Arthur B. Krim, president of UA. Blumofe, formerly an executive of the Music Corp. of America, will assume his new post immediately.



Robert F. Blumofe

Blumofe, an attorney and production executive, will represent UA in negotiations with independent producers for new pictures and will serve as the company's liaison

(*Continued on page 3*)

UA Will Observe An Anniversary

United Artists is celebrating the second anniversary this week of the assumption of the company's management by president Arthur B. Krim and his executive group that includes board chairman Robert S. Benjamin, vice presidents William J. Heineman, Arnold Picker and Max E. Youngstein and Matthew Fox.

Although Sunday marked the

(*Continued on page 3*)

Personal Mention

ROBERT CLARK, executive producer and board member of the Associated British Pictures Corp., will sail for New York tomorrow on the *S.S. Queen Mary*.

•

HARRY MANDEL, in charge of RKO Theatres national advertising and publicity, became a grandfather for the second time Sunday when his daughter, MRS. SIDNEY UNGER, gave birth to a baby girl at Park East Hospital.

•

DR. RENATO GUALINO, general director of Italian Films Export and chief executive of the IFE Releasing Corp., who has been in New York for the past two weeks, returned to Rome over the weekend.

•

DAVID GOLDING, Samuel Goldwyn Productions advertising-publicity director, returned here from Chicago at the weekend and will leave for Washington tomorrow or Wednesday.

•

DICK PITTS of the TOA office here became a father Sunday when his wife, LEE, gave birth to an eight-pound girl at Flushing Hospital. The new arrival was named JULIE.

•

EARL I. SPONABLE, 20th Century-Fox research director, has delayed his return to New York from Paris for another week. He is now due back on Monday.

•

ALBERT FLOERSHEIMER, JR., advertising and publicity director for Walter Reade Theatres, is on a vacation cruise to South America.

•

JOHN P. BYRNE, Eastern M-G-M sales manager, has completed his periodic swing of the six branches under his supervision.

•

RUDY BERGER, M-G-M sales manager, has returned to his Washington headquarters after a brief home office visit.

Brandt on Tour for 'Andersen' Openings

Leon Brandt, exploitation director for Samuel Goldwyn Productions, left here last night for Washington to finalize plans for the premiere in that city of "Hans Christian Andersen," to be sponsored by the American Newspaper Women's Club at the Metropolitan Theatre on Thursday evening.

From Washington Brandt will proceed to Dallas, where "Andersen" will open at the Tower Theatre, also on Thursday. From Dallas Brandt will go to Oklahoma City for the opening at the State on Feb. 25, then to Tulsa, for the opening at the Delman on March 3. He will then go to Tucson to finalize plans for an opening at the Catalina Theatre on March 4, from Tucson to Detroit to activate the campaign for an opening at the Adams Theatre on March 13, and then to Cleveland to set plans for an opening at the Hippodrome on March 20.

'Rouge,' 'Pan' Bow Strong In Robust B'way Week

Spearheaded by strong openings for "Moulin Rouge," "Peter Pan," and "Tonight We Sing," grosses at most Broadway situations rose to a robust level this week, aided by the Lincoln Birthday holiday. The box-office take would have been greater had it not been for the steady wind and rain Sunday.

A terrific $125,000 is due to be racked up by "Peter Pan," currently in its first week, at the Roxy which also features an ice show. At the Capitol, the first week of "Moulin Rouge" is forecast to hit a very big $110,000. The first seven days of "Tonight We Sing" at Radio City Music Hall is expected to register a good $140,000.

Another excellent grosser, "The Stooge," at the Paramount, is due to do $113,000 for its second week. At the Rivoli, a good $21,0000 is indicated for the third week of "The Star." Still holding up strong is "Hans Christian Andersen" at the Criterion, where a substantial $29,200 is indicated for the 13th week.

"Mississippi Gambler" will bow out of Loew's State tomorrow with a nice $22,000 seen for its third and final week. The Natural Vision three-dimensional "Bwana Devil" is the State's next attraction. The Stereo Techniques three-dimensional program at the Globe is expected to close with a mild $13,500 for its second week. The Italian import "Anna" will have its premiere tomorrow at the Globe.

Holding up nicely are "Road to Bali" at the Astor and "Come Back, Little Sheba" at the Victoria. A steady $24,000 is seen for the third week of "Road to Bali" and a fine $22,000 is predicted for the eighth week of "Come Back, Little Sheba." A very good $32,000 is seen for the third week of "Above and Beyond" at the Mayfair.

Danny Kaye to Remain At Palace for Easter

Danny Kaye and his "All-Star International Show" will remain at the RKO Palace here through Easter week, it was disclosed here yesterday.

Kaye's two-a-day engagement, which began Jan. 18, has proven to be a standing room only hit practically since it opened. For his first 11 performances, Kaye grossed $62,000—an all-time Palace record.

National Tour For "Robe" Paintings

A national tour of Dean Cornwell's oil paintings depicting story highlights of Loyd C. Douglas' novel, "The Robe," will be launched next week, coinciding with the start of production in CinemaScope of the picture. The eight large canvasses will have a premiere showing at Bamberger's department store in Newark on Tuesday, followed by an exhibition at the Davidson-Paxon store in Atlanta.

Twentieth Century-Fox, producer of "The Robe," has announced that it has received requests to exhibit the paintings from leading shops and galleries throughout the country. "The Robe" will be the first made with the CinemaScope process.

Screen Writers List Story Contestants

HOLLYWOOD, Feb. 16. — Fifteen authors of screen plays released during 1952 were nominated here by the Screen Writers Guild for the best-written films of the year. The winners in three categories—comedy, musical and drama—will be presented with awards at the annual SWG ceremony at the Hollywood Palladium on March 10.

Ruth Gordon, Broadway actress-writer and her husband, Garson Kanin, had two nominations in the best-written American comedy category: "The Marrying Kind," for Columbia, and "Pat and Mike," for M-G-M.

The comedy group also includes Stanley Kramer's "The Happy Time," a Broadway play adapted for the screen by Earl Felton, and Republic's "The Quiet Man," written by Frank S. Nugent.

"Come Back, Little Sheba," produced on the stage by the Theatre Guild and adapted for the screen by Ketti Frings, was one of five nominations for the best-written drama.

The best written American musical category includes Sam Goldwyn's "Hans Christian Andersen," screen play by Moss Hart; "Singing in the Rain," M-G-M film with story and screen play by Adolph Green and Betty Comden, and "Where's Charley?" Warner film based on the Broadway musical screen play by John Monks Jr.

"I Confess" Draws Big in Canada

In Quebec, where "I Confess," Warner Brothers, had a dual world premiere last Thursday, the picture grossed $7,198 for the first four days at the Capitol Theatre and drew $2,967 for the first four days at the Cartier. In Montreal, where the picture opened the day following the world premiere, at the Palace Theatre, "I Confess" pulled $11,738 in the first three days.

Meanwhile, the Mystery Writers of America will honor director Alfred Hitchcock and Anne Baxter, one of the stars of the picture, at a special showing of the film today in New York.

Ainsworth Buys Film

HOLLYWOOD, Feb. 16.—Sam Nathanson, distribution head of Helen Ainsworth Corp., announced the acquisition of release rights in this country and Canada for "Stolen Identity," a feature produced in Vienna by Turhan Bey.

Reynolds to Star in 'Brotherhood' Play At Thursday Dinner

A dramatic tableaux, "The ABC's of Brotherhood," with a cast including Quentin Reynolds, Ben Grauer, John Cameron Swayze, Mel Allen, Bob Considine and Bill Hayes will be presented on Thursday night at the Hotel Waldorf-Astoria here. Written by Morton Sunshine, the tableaux will be a feature of the amusement industry's dinner saluting "Brotherhood Week" and honoring seven leaders in the field of communications.

Sol A. Schwartz, national chairman for the industry's participation in Brotherhood Week, sponsored by the National Conference of Christians and Jews, said that leaders in the amusement industry will fill the main ballroom of the Waldorf-Astoria to honor Spyros P. Skouras, Walter D. Fuller, John Golden, William Randolph Hearst, Jr., Jack R. Howard, Danny Kaye and David Sarnoff.

Nine hundred motion picture theatres in the Metropolitan New York area are participating in Brotherhood Week, which will end Sunday night. Every theatre is displaying an honor roll and patrons are invited to sign it as their pledge to promote harmony among all Americans.

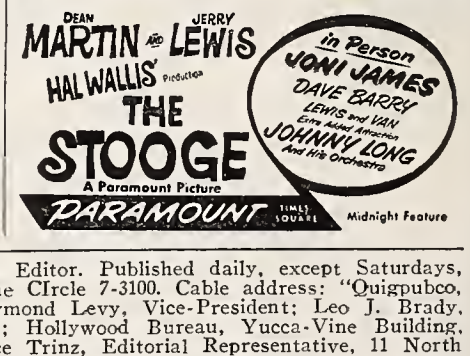
Shapiro in Top Spot At N.Y. Paramount

Promotion of Robert K. Shapiro to the post of executive manager of the Paramount Theatre here was announced yesterday by Leonard Goldenson, president of American Broadcasting-Paramount Theatres. In addition to the physical operation of the house, a post he has held since 1941, Shapiro will have full charge of the stage and screen programs. Shapiro first went to the theatre as an usher.

Eugene Pleshette, mnager of the Brooklyn Paramount since 1945, has been promoted to executive manager of that theatre.

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Name Robbins

(*Continued from page* 1)

Feb. 24, at a meeting at the Hotel Astor which will feature the appearance of Dr. Arthur Lelyveld, national director of B'nai B'rith's Hillel Foundations.

Nominated for vice-presidents are Marvin Kirsch, Moses L. Kove, Milton Livingston, Joseph Maharam, Sol Rissner, Cy Seymour, Robert K. Shapiro, Al Wilde and Lou Wolff. All are present incumbents.

Jack H. Hoffberg has been nominated for treasurer, David Kelton for secretary and Levine for chaplain. Nominated for trustees are Max B. Blackman, Julius M. Collins, Harold L. Danson, Leo Jaffe, Louis A. Novins and Arthur H. Schwartz.

Yates Predicts

(*Continued from page* 1)

is being placed on the regional sales managers.

A dividend of 25 cents on preferred stock, payable April 1 to stockholders of record on March 9, was declared by the board.

A testimonial dinner to Grainger upon his resignation to become president of RKO Radio will be held next month. It had been planned to hold the affair this month.

Promoting 'Fair Wind'

A full color page caricature of the stars of Republic's "Fair Wind to Java" will appear on the front cover of the Feb. 22 issue of *Pictorial Review*.

Review

"All Ashore"

(Columbia)

THE zaney adventures of three sailors on leave on Catalina Island, interspersed with a song and dance here and there, add up to relaxing entertainment. The trio consists of Mickey Rooney, Dick Haymes and Ray McDonald whose romantic adventures are linked with Peggy Ryan, Barbara Bates and Jody Lawrence. The picture has been tailored strictly for fun by producer Jonie Taps and director Richard Quine and scripted by Quine and Blake Edwards.

Rooney is the fall guy of his two buddies who push all the unsavory jobs on to him. Therefore, Rooney always is lonely and dejected, while his pals are busy with dates and having a lot of fun. When Rooney finally meets a girl he likes, Miss Lawrence, it isn't long before she is appropriated. But Rooney becomes a hero and turns the tide on his buddies when, while motorboating with Miss Bates, the craft has a mishap and is lost and the pair are marooned on an isolated part of the island. A search party combs the bay and vicinity, but Rooney and his girl make a dramatic return.

"All Ashore" rolls along at a good pace and should be popular fare with the average fan. Haymes supplies most of the song numbers. The picture was framed in color by Technicolor.

Others in the cast are Fay Roopes, Jean Wiles, Rica Owen, Patricia Walker, Edwin Parker, Dick Crockett, Frank Kreig, Ben Welden, Gloria Pall and Joan Shawlee.

Running time, 80 minutes. General audience classification. For March release.

UA Names Blumofe

(*Continued from page* 1)

with independent producers whose films are released by United Artists, Krim said. In recent years, United Artists has had no West Coast representative.

Blumofe Background

In announcing the appointment, Krim expressed his gratitude to Lew Wasserman, president of MCA, for his cooperation in releasing Blumofe from MCA.

A member of the New York and California bars, Blumofe is a graduate of Columbia University Law School. He entered the motion picture field in 1939 as attorney for Paramount Pictures in New York. In 1941, he moved to Paramount's Hollywood offices, serving as an attorney there until January of last year, when he joined MCA.

UA Anniversary

(*Continued from page* 1)

actual anniversary date, the company's celebration is being held tomorrow to coincide with the New York premiere of "Bwana Devil," the first full-length three-dimensional feature picture.

One feature of the anniversary celebration will be a round-the-world telephone conference among members of the Krim management group. Krim will participate in the conference from Hollywood, where he is currently holding a series of conferences with independent producers making films for United Artists release. Picker, vice president in charge of foreign distribution, will join the talk from London. Benjamin, Heineman, Youngstein and Fox will take part from the company's New York headquarters.

Owen Opens

(*Continued from page* 1)

cussion of Paramount's "Sangaree," the first major picture to be made in three-dimension in Technicolor. Among other films which Owen will discuss are "The Stooge," "The Stars Are Singing," "Come Back, Little Sheba," "Off Limits," "The Girls of Pleasure Island," "Pony Express," "War of the Worlds," "Jamaica Run" and "Shane."

A. Kent Craig Heads Hamilton Managers

TORONTO, Feb. 16.—One of the oldest and most active exhibitor organizations in Canada, the Hamilton, Ont., Theatre Managers Association, has elected the following officers:

President, A. Kent Craig, Avalon Theatre; vice-president, Oscar Lang, Delta, secretary-treasurer, Mrs. Jean Ford. Directors named were J. P. McDonough, Tivoli; Jack Hunter, Jr., Queen's; Paul Turnbull, Granada; Andrew McDougall, Capitol.

Construction Controls Seen Off by June 30

WASHINGTON, Feb. 16. — The Administration has given strong indication that theatre construction controls would be completely eliminated after June 30 and might be relaxed considerably before then.

This was the implication made in a statement by acting Defense Mobilizer Arthur Flemming that the government's Controlled Materials Plan, under which the government allots steel, copper and aluminum to theatre equipment manufacturers and other essentials users of these materials, would be continued through the 30th. Observers felt that the obvious purport of Flemming's remarks was that CMP and most other allocation controls would not be continued after that date.

Only limited allocations controls over a few very scarce metals and chemicals will be continued after June 30, it is believed. Flemming also announced that manufacturers would be free to scramble between now and June 30 for any steel, copper and aluminum left over after defense needs have been met. It was believed that similar privileges might have to be given shortly to construction projects.



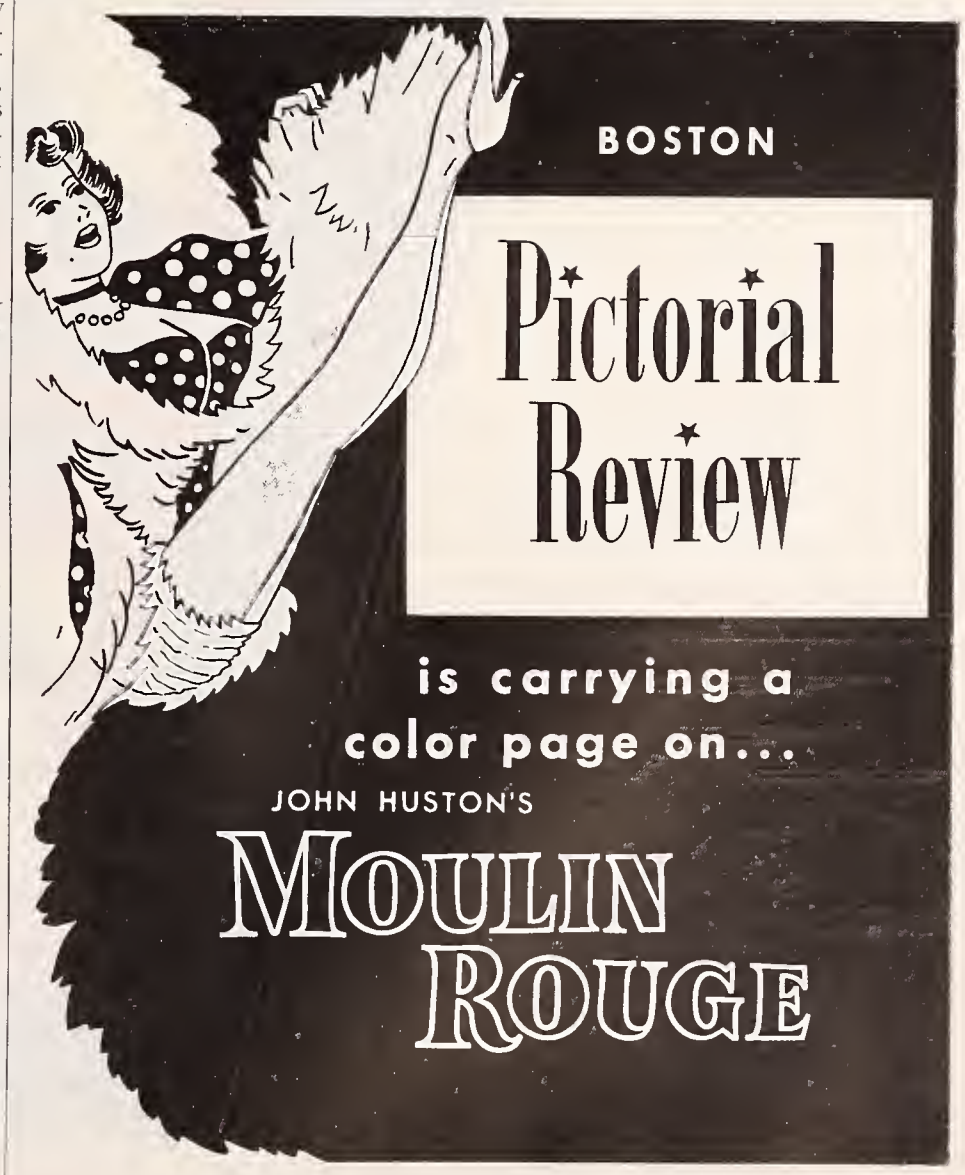
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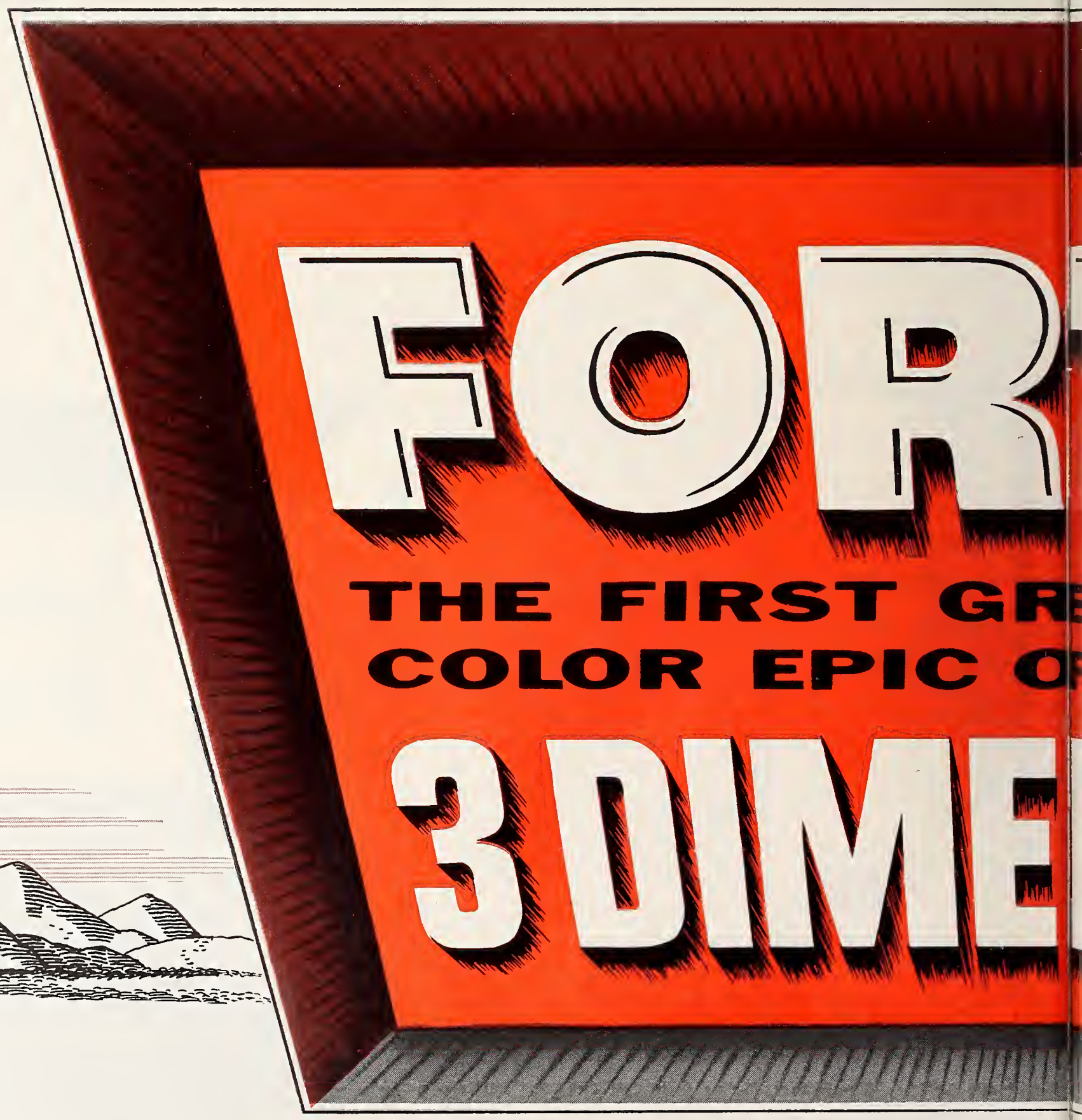
You can save more than $100 on a TWA ticket to Europe and return (through March 31). See your travel agent or call Trans World Airlines.

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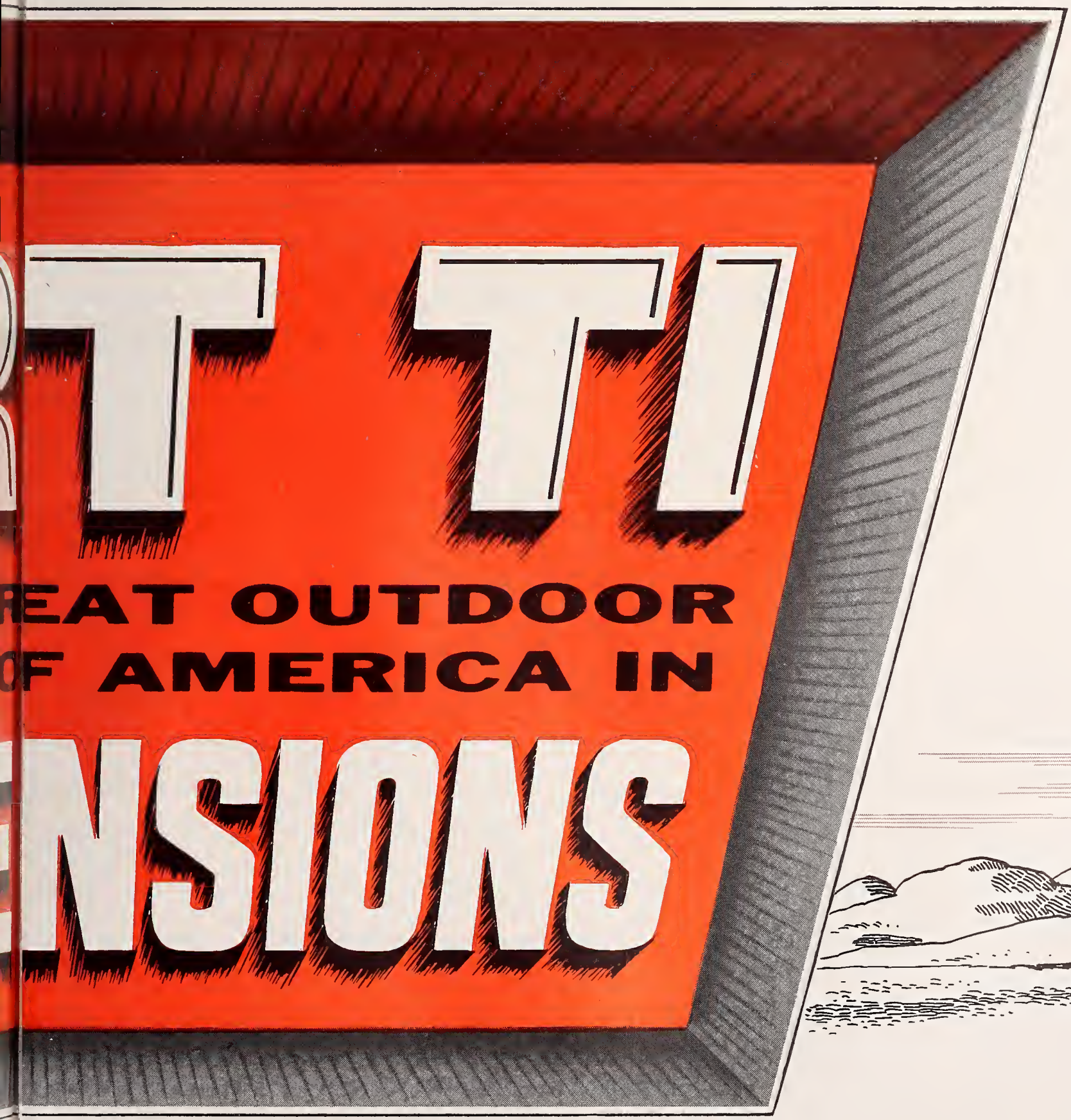


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with RAY GALLO . .

A TOTAL of 29 recording licensee agreements were completed during 1952 by the Westrex Corp., New York. Twelve installations of the latest Western Electric and Westrex motion picture studio photographic, magnetic and disk recording equipment were made last year by new licensees in the United States, four in India, three in Indonesia, two each in Japan, Brazil and France, and one in England, Malaya, Taiwan and Italy, according to E. S. Gregg, vice-president and general manager.

●

The St. Louis Theatre Supply Co., headed by Arch Hosier, has been named a distributor for Supurdisplay, Inc., Specialty Division of Milwaukee. The company will handle the "Butter-Mat" butter dispenser, the "Buttercup" buttered popcorn container and a complete line of "Buttercup" sales and utility accessories.

●

H. MacGregor Tuttle, Jr., has been appointed manager of the field and promotion department of the National Confectioners' Association, Chicago, according to Philip G. Gott, president. Tuttle will work through committees on promotion and merchandising of confectionery and also devote attention to state legislative problems that affect the industry.

●

For the care of drive-in grounds, Andres Sprinklers of Hollywood is marketing a new plastic sprinkler hose which performs the double duty of a soaker on the reverse side. It is designed to spray an area more than 12 feet wide by 500 feet long at average water pressure. It can be shaped to fit the contour of any landscaping, being adaptable to twining around flower beds as well as just lying straight on the lawn.

●

A new development in supported plastic upholstery material — "Nylonized Boltaflex" — is now being produced in a deep-moulded "poinsettia pattern," according to an announcement from Bolta, Lawrence, Mass. Previously it had been available in a "leather-like" burnished top-grain finish. The fabric has a face sheet of standard 20-gauge Boltaflex plastic supported by a non-woven backing consisting primarily of nylon and wool fibres.

●

For indoor and drive-in theatre refreshment service the Ajax Corp. of America, Evansville, Ind., has a newly redesigned ice cube maker with a production capacity of 350 pounds of ice cubes daily. Trade-named the "Electric Iceman," the unit freezes ice cubes in individual compartments designed to provide cubes identical in size, shape and clearness. The cubes drop into a heavily insulated, waist-high storage bin for easy access.

●

Sam E. Rich has been elected vice-president of the Sweets Co. of America, Inc., Hoboken, N. J., manufacturers of Tootsie Rolls.

Para's 3-D 'Impressive'

(*Continued from page* 1)

achieved by the process was extraordinarily realistic. The color by Technicolor enhanced the excitement on the screen.

The scenes were uncorrelated and brief, yet such effects as a man knocked over a bar, the size of a room, and the breadth of a landscape were impressive. No trick shots to startle an audience were shown. The "throwaway" polarized spectacles did not detract to any degree from the brightness of the screen.

In a brief introductory address, Russell Holman, studio production representative, said that Paramount is ready to start production on two more Technicolor features in three-dimensional and conventional processes. Under the Paramount system, both processes are photographed simultaneously. The two new films, he said, would be: "Those Sisters from Seattle," starring Rhonda Fleming and Gene Barry, and "Red Garters," starring Rosemary Clooney and Anna Maria Alberghetti.

Holman called the advent of three-dimensional films "the most stimulating development to hit Hollywood" since sound. "The time and talent of its entire creative personnel, from the studio heads, Y. Frank Freeman and Don Hartman, plus Adolph Zukor, on down, are being focused upon it."

He added that the Paramount research laboratory, under the direction of Loren Ryder, is working day and night upon the technical problems. "Already the results have proven amazing possibilities and when put into practical use in the near future, these findings will open up new frontiers in the production and exhibition of three-dimension motion pictures," Holman declared.

"Sangaree," which stars Arlene Dahl and Fernando Lamas, will be released in May, both in its three-dimensional and conventional form, it was disclosed.

William H. Pine, co-producer of "Sangaree" in a brief address reminded the audience of several hundred New York and Eastern exhibitors, circuit executives, distribution leaders, press representatives, and others that the footage was rough, uncut, unedited sequences.

RKO Meets

(*Continued from page* 1)

delphia on Thursday and then return to his New York headquarters.

Walter Branson, assistant general sales manager, will leave New York Monday to attend sales meetings in Chicago, Feb. 24 and March 3; Kansas City on Feb. 25; Los Angeles, Feb. 27; Toronto, March 4, and New York on March 5. The drive will be aimed at booking RKO product in every theatre, in every territory, during each of the drive's 16 weeks.

Twenty-three RKO pictures on which the drive will be centered are: "Blackbeard, the Pirate," "Split Second," "Angel Face," "Break-Up," "Hans Christian Andersen," "Androcles and the Lion," "Never Wave at a Wac," "Peter Pan," "The Hitch-Hiker," "Count the Hours," "The Sea Around Us," "Sea Devils," "Below the Sahara" and others.

Says All Systems Can Be Converted

Minneapolis, Feb. 16.—O. E. Maxwell, operating head of Northwest Sound Service, reports that a survey by his company's engineers indicates that every type of theatre sound system presently in use can be converted to handle the Natural Vision method of three dimension film projection.

Maxwell emphasized that in any event the power supply must be adequate to carry two arc lamps.

3-D Screen Orders In 60-Day Backlog; 600-800 on File

Although the manufacturers of metallic screens for the presentation of tri-dimensional pictures are stepping up their production to capacity, dealers cannot promise delivery for 60 days because of the backlog of orders, a checkup disclosed here yesterday. It is estimated that the dealers have between 600 and 800 orders on hand for the screens, with approximately 100 already installed nationally.

Dealers expect the orders to reach the 3,000-mark within 90 days, although some success has been achieved by spraying ordinary screens with a metalized coating.

The backlog in order also extends to other 3-D equipment such as magazines and electric motors.

Conversion Costs

(*Continued from page* 1)

periments in spraying older screens with metalized coating have been successful. This was done at Loew's State here and will be done in Loew's neighborhoods.

Magazines

Because large reel magazines holding 5,000 feet of film are necessary, a clearance of at least 25 inches between the upper magazine and the front wall is needed. Therefore, the machines must be moved back. Brigham said that exhibitors contemplating an installation should put in a common switch immediately for both machines. This work, he said, is the most difficult part of the conversion because the two projectors must be interlocked so that they can be started simultaneously. If the D.C. supply is not enough to maintain both lamps continuously, provision must be made for an extra rectifier or supply to do this, Brigham explained.

Brigham said that every obstacle encountered in the exhibition of "Bwana Devil" had been overcome. As to the showing of 3-D pictures in drive-in theatres, Brigham said that at present the lighting is not sufficient but that this situation would be corrected shortly.

WB 'Holders

(*Continued from page* 1)

stock. According to the tabulation compiled here, which was called "unofficial," the two-thirds vote needed has been met in the flood of proxy returns.

The amended plan of reorganization was proposed to stockholders following the deal between Fabian and Brothers Warner, under which Fabian purchased the stock in the new Warner theatre company of the three Warners and their families. According to the plan, which follows the terms of the consent decree, the divorce of exhibition from production-distribution will be effected at the close of business on Feb. 28. Brothers Warner will retain their stock control and their positions with the new production-distribution firm.

Today's annual meeting in Wilmington, in addition to passing on the amended reorganization plan, will also vote on the reduction of the capital of the corporation and the recent New York Statutory Court order providing for the divestiture of a number of additional theatres. Directors of neither company will not be elected at the meeting. The slate of each company, as previously reported in MOTION PICTURE DAILY, will be ratified by the board of directors of the parent company following the stockholders meeting.

Reed Bill Dampens

(*Continued from page* 1)

up for a House vote for quite some time. But it is expected that the House will pass it sooner or later.

It is considered unlikely, however, in view of the large revenue loss involved in the Reed bill and in view of the attitude of Congressional leaders and Administration officials on the importance of a balanced budget, that House tax writers will want to approve this year and other measures that will entail large loss of revenue, as would the admissions tax bill.

There will be no opportunity to try to amend the Reed bill on the House floor to include an admissions tax cut, since the House normally considers tax bills under a rule that bars any changes.

Income Tax Cut

The Reed bill would put a 10 per cent reduction on individual income taxes into effect six months earlier than presently scheduled, on June 30, 1953, instead of Dec. 31. It would also let the 30 per cent excess profits tax on corporations die June 30, 1953, as scheduled.

A Democratic motion to hold hearings on the Reed bill was defeated in the Ways and Means Committee on a 15-10 party line vote.

The Ways and Means Committee might still decide to hold hearings later in the session on general tax reduction, including excises, or on specific tax cut bills. But it is believed likely that any legislation on this subject would not be moved until next year.

It is possible that when the House passed the Reed bill, the Senate Finance Committee might decide to amend it and hold hearings on excise tax and other proposed changes. Here again, however, the odds are the other way and indicate that the Senators will be disinclined to vote for any more tax reductions this year.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 33 NEW YORK, U. S. A., WEDNESDAY, FEBRUARY 18, 1953 TEN CENTS

Ill. Allied Fears Film Turnover To Television

Unit Calls On Company Heads to 'Ponder' Move

CHICAGO, Feb. 17.—Current rumors to the effect that major companies would dispose of their backlog of regular motion pictures to television drew the fire of Allied Theatres of Illinois here today. The unit branded the reports as a "disturbing factor that may well shatter the high hopes which exhibitors hold out for the success of three dimension."

"If the industry is to enter upon an orderly process of conversion to 3-D, a development in which the public is displaying great interest," the unit's board said in a formal statement, "and if this new medium of presenting motion pictures is to mean anything in bolstering the future of motion picture theatres, then the greatest mistake that

(*Continued on page 4*)

Sees 3-D Without Glasses Distant

Three-dimensional films without glasses are "not around the corner," Farciot Edouart, of the Paramount studios' scientific department, said here yesterday in an effort to clarify the company's 3-D stand in answer to exhibitor questions. William H. Pine, Paramount producer, also present at the conference, said that standardization in three-dimensional processes was necessary and possible because

(*Continued on page 4*)

Offers 100% Deal For "Peter Pan"

Boston, Feb. 17.—The millenium has come! A subsequent-run exhibitor here, who is in strong competition with another theatre, has offered RKO Radio a deal whereby he will give the distributor 100 per cent of the gross of "Peter Pan." The reason: The theatre doubles, triples and sometimes quadruples the popcorn and candy sales when playing Walt Disney product.

President Condemns Any Tax Cut That Would Throw Budget Out of Balance

Washington, Feb. 17.—President Eisenhower today made his strongest statement yet against any early tax cut.

While no mention was made of any specific taxes, the President's statement, made at his first press conference, was broad enough to cover the admission tax or any other tax involving a sizeable loss of revenue. The President said flatly that there should be no tax cuts until government income and spending can be seen to be plainly in balance.

The President said he would not agree to ending the excess profits tax June 30 unless other revenue was provided to make up the loss. He would not say, however, that he would veto a specific tax cutting bill sent him by Congress.

President Eisenhower said the Administration's aim evidently is tax reduction but budget balancing must come first.

Extensive Promotions Stem From Merger of UPT-ABC

The merger of United Paramount Theatres and American Broadcasting Co. has resulted in several promotions within the organization of the parent company, American Broadcasting-Paramount Theatres. These promotions and transfers were announced here yesterday by Leonard H. Goldenson, president of the parent company. The changes involve the moving of Earl Hudson to Hollywood as vice-president of the Western division and the naming of Harold Brown as president of United Detroit Theatres.



Earl Hudson

Robert H. O'Brien, who had been secretary and treasurer of the theatre company, becomes financial vice-president and secretary of the parent company, ABC-UPT. He also moves over to American Broadcasting, which will function as a separate division, as executive vice-president. Robert Kintner, formerly president of ABC,

(*Continued on page 2*)

Republic Net Profit At $759,603; Rises $113,199 Over 1951

A net income of $759,603 after providing for Federal income taxes was reported here yesterday by Republic Pictures and its subsidiaries for the year ended Oct. 25, 1952. This consolidated net profit represented an increase of $113,199 over 1951, when net earnings amounted to $646,404.

Income for 1952 totalled $1,582,603 before Federal taxes, which amounted to $823,000.

Gross revenue for the last fiscal year amounted to $33,085,510, a slight drop from the previous period's gross of $33,085,612.

In a letter to stockholders, presi-

(*Continued on page 6*)

Chicago Drive-ins Hit Government Suit

CHICAGO, Feb. 17.—Main arguments of briefs filed today by drive-in attorneys in reply to government briefs in the appeal of Federal Judge Barnes' dismissal of the government's antitrust suit charging Chicago area drive-ins with price-fixing are that: Exhibitors are not engaged in interstate commerce, nor do their actions affect interstate commerce; and, any so-

(*Continued on page 4*)

General Clay Joins Zukor Committee

General Lucius D. Clay, USA (ret.), former Military Governor of Germany, has accepted membership on the honorary committee for the Adolph Zukor Golden Jubilee dinner on March 4, at the Hotel Waldorf-Astoria here, it was announced yesterday by Harry Brandt, chairman of the dinner committee, and Robert J. O'Donnell, international chairman of

(*Continued on page 4*)

WB 'Holders Approve Plan Of New Setup

To Decide on Dividends At Meeting in March

WILMINGTON, Del., Feb. 17.—Stockholders of Warner Brothers Pictures, at their annual meeting here today, voted to adopt a series of four resolutions which, in effect, approved the amended plan of reorganization of the corporation and effected the divorcement of its theatre assets in the U. S. from its production-distribution assets. This was done by a transfer to two new companies of all assets of the corporation in exchange for all outstanding stock of the two new firms.

The producing and distributing company will retain the name of Warner Brothers Pictures, Inc., while the new theatre company will be known as Stanley-Warner Corp.

It was recorded at the meeting that the brothers Warner have decided to retain the stock

(*Continued on page 6*)

Ramsay in UI Ad Post with Lipton

Clark Ramsay has resigned as vice-president of the Monroe Greenthal Advertising Agency to accept a newly-created executive post under David A. Lipton, vice-president in charge of advertising and publicity for Universal-International. Ramsay will handle the company's national adver-

(*Continued on page 6*)

Newsreelers Cover Ike's 1st Press Meet

Washington, Feb. 17.—Newsreel photographers were permitted today to shoot without sound the opening of President Eisenhower's first press conference.

Television cameras were not allowed in, but White House spokesmen have said that both newsreels and television cameras will probably be able to give full coverage to subsequent Presidential press conferences, a precedent insofar as regular Presidential press confabs are concerned.

Personal Mention

GERALD SHEA, Shea Circuit president, will return here over the weekend from a tour of the company's Western theatres.

•

HARRY FOSTER, Columbia production executive, and MRS. FOSTER announce the engagement of their daughter, RENEE, to JACK YOUNG, president of the Jack Knit Co.

•

GEORGE D. BURROWS, Allied Artists executive vice-president and treasurer, has returned to his office in Hollywood after a three-week business trip in New York.

•

IVAN FULDAUER, M-G-M field division representative in Des Moines, has returned to his headquarters following a vacation in Miami and New York.

•

MRS. J. RAYMOND BELL, wife of the Columbia executive, gave birth to a daughter, CRYSTAL, the BELL's fourth child.

•

COLTON HAND, State Department film expert, is back at his Washington desk after a three-week siege of pneumonia.

•

EMERY AUSTIN, assistant to DAN S. TERRELL on M-G-M exploitation, has returned here from Atlanta with his family.

•

JOSEPH GRANT, owner of the Northwood Theatre in Baltimore, is recovering from surgery at Johns Hopkins Hospital.

•

M. J. DALY of the Blue Hills Drive-in Theatre Corp., Bloomfield, Conn., is back in Hartford following a Florida vacation with his wife.

•

RUDY BERGER, M-G-M Southern sales manager, has returned to his Washington headquarters from a home office visit.

•

JEROME ADAMS, who recently resigned as M-G-M Washington branch manager, will move to San Francisco with his family in April.

•

SAMUEL PINANSKI, president of American Theatres Corp., is confined to his home in Boston with a cold.

•

GEORGE CUKOR, M-G-M director, has left for Paris to look over location sites for "One More Time."

•

JOHN P. BYRNE, M-G-M Eastern sales manager, has returned here from a tour of his territory.

•

GERALD McGLYNN, M-G-M Des Moines manager, is vacationing.

Named Dinner Head

Dick Dickson, manager of the Roxy Theatre in New York, was chosen to stage the Variety Club Humanitarian Award Dinner in Mexico City on May 18. Dickson has already invited several film stars to appear.

ABC-UPT Capital Stock Listed at $17,160,940

ALBANY, Feb. 17.—A certificate of consolidation of American Broadcasting Co. and United Paramount Theatres into American Broadcasting-Paramount Theatres, Inc., recorded with the Secretary of State, showed its authorized capital stock is $17,160,940.

The certificate said that "the directors of each constituent corporation, to the end that greater efficiency and economy in the management of the business now carried on by each corporation, do deem it advisable and generally to the advantage and welfare of said corporations and their respective stockholders, that United Paramount Theatres, Inc., merges itself into American Broadcasting Company, Inc."

Among the corporation's 26 purposes is to acquire, by lease, purchase, contract or otherwise, and to own, manage, lease, operate and control motion picture studios, film branches or exchanges, warehouses, store rooms, laboratories, developing and printing plants, and radio and television studios, stations and facilities.

The number of directors is to be not less than five, nor more than 18. They need not be stockholders. Authorized to fill vacancies until the first meeting after consolidation are: Owen J. Young, E. J. Noble, R. E. Kintner, R. H. Hinckley and E. E. Anderson.

Capital stock is divided into 608,407 shares of five per cent preferred, at $20 par value per share, and 5,000,000 common, at $1 per share. ABC, the certificate revealed, has authority to issue 2,500,000 shares of common stock at $1 par value. Its number of outstanding shares was listed as 1,689,017. UPT has authority to issue 4,000,000 shares of common stock, at $1 par value. Its total of outstanding shares is 3,260,228.

American Broadcasting System, Inc., registered a certificate of incorporation with the Secretary of State in Dover, Del., on March 13, 1943, adn changed the corporate name to American Broadcasting Co., Inc., on Oct. 14, 1944. United Paramount Theatres, Inc., registered a certificate with the Secretary of State in Albany, Nov. 15, 1949.

Steve Broidy Heads Hollywood Temple

HOLLYWOOD, Feb. 17.—Allied Artists president Steve Broidy has been elected president of Temple Israel of Hollywood, founded 27 years ago by members of the film industry.

The temple will be host Friday to Roger William Straus of New York, national co-chairman of the National Conference of Christians and Jews, who will be the principal speaker at the "Brotherhood" night observation.

Krueger Film for UA

HOLLYWOOD, Feb. 17.—Independent producer Carl Krueger will make "Sabre Jet," in the new Cinecolor, an original based on the present daily conflicts between UN planes and Russian-built MIGs in Korea, for United Artists release, the producer and UA president Arthur Krim jointly announced. Department of Defense will give full cooperation. Louis King will direct.

Promotions

(*Continued from page* 1)

will be president of that division.

Robert M. Weitman, a vice-president of United Paramount Theatres, moves over to ABC as vice-president in charge of programming and talent. His theatre duties as consultant for the company's Southern theatres will be taken over by Sidney Markley who assumes the new post in addition to the duties and responsibilities he now has. Edward Hyman, vice-president and consultant on theatres in the North, assumes responsibility for the Philadelphia theatres formerly handled by Weitman.

Weitman's duties at the New York and Brooklyn Paramount theatres will be taken over in New York by Robert K. Shapiro who is promoted from manager to executive manager of the Broadway house, as reported yesterday. Eugene Pleshette is promoted from manager of the Brooklyn Paramount to executive manager.

Simon Siegel, formerly comptroller of UPT, moves into the position of treasurer of ABC-UPT. J. L. Brown, assistant treasurer, becomes comptroller and assistant treasurer, and Edith Schaffer becomes assistant secretary of the parent company. Herbert Hahn, in charge of the confection department, retains that position and in addition becomes assistant to Markley.

Hudson was president of United Detroit Theatres, a subsidiary company. He will make his headquarters in Hollywood.

John Mitchell, who has been manager of television station WBKB in Chicago, becomes manager of the Chicago television operations for ABC.

RKO Radio Doubles Exploitation Force

In a move to provide current and forthcoming RKO Radio releases with campaigns "tailored" for individual engagements, the company has almost doubled its field exploitation forces, according to David Cantor, newly appointed home office exploitation director.

Cooperating with exhibitors in setting local promotions, and adapting national promotions to local situations, the RKO field staff currently is concentrating on openings of "Angel Face," "Androcles and the Lion," "Blackbeard the Pirate," "Never Wave at a Wac" and pre-release engagements of "Hans Christian Andersen" and "Peter Pan."

See US Taking Over Rank's Denham Lot

London, Feb. 17.—Tentative agreements have been entered into for the sale of the lease of J. Arthur Rank's Denham studio, dark for more than a year, to the U. S. government, well-authenticated sources here assert.

Design of the contracts is to convert the former British film production plant into a storehouse for the U. S. Army.

Eady Plan Still In A Stalemate

LONDON, Feb. 17.—With producer representatives unable to estimate the extent of their output in 1953-54 due to the uncertainty in the Eady position, the Films Council has decided by a small majority that it was unable to give advice to the Board of Trade president in regard to the quota for the new year commencing in October next.

The Cinematograph Exhibitors Association says it is prepared to continue with some form of Eady plan but not at its present rate and is awaiting the decision of the Chancellor of the Exchequer on its claim to a tax remission before coming to a decision.

Meanwhile, CEA's general council has agreed to enforce sanctions against Eady defaulters—the defaulters will be placed on the restricted credit list. Also, machinery has been agreed upon to cover the case of exhibitors who claim they cannot meet the Eady burden. They are invited to submit audited figures in confidence to a small joint Kinematograph Renters Society-CEA committee that will pass judgment on them. It is understood that nearly 50 theatres will invoke the "hardship" machinery of the 400 theatres defaulting.

Levinson, Napoli Promoted by Loew's

Eugene Picker, in charge of Loew's theatre operations here, reports the promotion from the ranks of two Loew's assistants, Charles Levinson, assistant manager of Loew's Grand, who becomes manager of the 116th Street theatre, and James Napoli, assistant at the Valencia, Jamaica, who will manage the Grand in the Bronx.

Other managerial transfers will bring Sig Schwartz from the 175th Street to the Gates, Nate Bernstock from the National to the 175th Street., and Joe McCoy from the 116th Street, to the National.

Mother of Charles Cohen

Funeral services for Mrs. Millie Cohen, mother of 20th Century-Fox publicist Charles Cohen, were held yesterday in Rockville Center, L. I., Mrs. Cohen died Monday after a long illness. She was 64.

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HATS IN THE AIR!

It will be a festive Easter with M-G-M's Technicolor Musical!

Be prepared with the Biggest Easter Attraction. It's got everything an audience wants in a gala holiday show!

M-G-M presents Color by Technicolor "SOMBRERO" • starring RICARDO MONTALBAN • PIER ANGELI VITTORIO GASSMAN • CYD CHARISSE • YVONNE de CARLO • with Rick Jason • Nina Foch • Kurt Kasznar • Walter Hampden • Thomas Gomez • Jose Greco • Screen Play by Josefina Niggli and Norman Foster Based on the novel "A Mexican Village" by Josefina Niggli • Directed by Norman Foster • Produced by Jack Cummings

(This is Brotherhood Week. Observe the Silver Anniversary!)

Industry Cooperates To Help the Blind

Blind persons will be able to enjoy motion pictures more by means of a new application of the sound track through a project named the "Sightless Cinema," to which 10 film companies have granted the rights to their product without charge. The method, conceived by Leon J. Rubinstein, pioneer publicist and producer, is to transfer the complete sound track of a picture to a record, with the addition of another voice which will clarify the action and guide the blind listener in sequences where the movements are not clear to him. The effect is comparable to a blind person hearing a motion picture with the aid of a sighted guide beside him to clarify sounds.

Recommended to the producers by the Motion Picture Association of America, Sightless Cinema is said to be assured of a sound track supply of top pictures. Participating in the project are Allied Artists, Columbia, M-G-M, Paramount, Republic, RKO Radio, 20th Century-Fox, United Artists, Universal and Warner Brothers. Taking parallel action by waiving all recording fees because of the nonprofit nature of the plan are the Screen Actors Guild, Screen Writers Guild and the American Federation of Musicians.

These grants, which will bring the film play records to the blind without charge on a lending library basis, have been made to the National Foundation to Entertain the Blind of New York, of which Rubinstein is the director. Initial production will be at the rate of two pictures a week, with recordings and pressing by RCA. It is estimated that the first year of operations will cost about $250,000. The first release will be ready in two weeks.

Merman Hostess At 20th Party

Ethel Merman will serve as hostess here March 2 when the 20th Century-Fox production in color by Technicolor, "Call Me Madam," in which she stars, will be shown to an audience of society, entertainment, literary and musical figures.

The preview will be followed by a party at the home office where Miss Merman will handle duties similar to those she performs as a lady ambassador in the picture.

Addresses SMPTE

Robert S. Kuaahara, assistant to Paul Terry of Terrytoons, Inc., was the guest speaker at last night's meeting of the Society of Motion Picture and Television Engineers at the Museum of Modern Art here. Kuaahara, a replacement for Terry who has the flu, spoke on the relation of the animated cartoon to motion pictures.

WANTED

Growing, progressive Drive-In theatre organization has wonderful opportunity for District Manager. Must be qualified in advertising, promotion, knowledge of buying and booking, maintenance, and personnel of Drive-In theatres. Should have concession experience. Position will require traveling. Write giving past employment and references. Enclose photo.

ARNOLD BERGER
82 NEWBURY STREET
BOSTON 16, MASS.

Review

"Count the Hours"

(RKO Radio Pictures) *Hollywood, Feb. 17*

TERESA WRIGHT AND MACDONALD CAREY are better names than are commonly provided for murder melodramas in the 74-minute measure, and this one also has such people as Dolores Moran, Edgar Barrier, John Craven and Jack Elam as additional well-knowns to bill. The picture, produced by Benedict Bogeaus and directed by Don Siegel, from a story by Doane R. Hoag and a script by Hoag and Karen DeWolf, opens with a bang (two bangs, in fact, both fatal) and steps out of the expected at two points in the story to give the audience false clues of unusual order, then ends convincingly. Too bad the title doesn't give the melodrama fans an inkling about its being their kind of picture; they're the people it will satisfy best.

Carey, playing an attorney who prizes legal ethics above career interest, is the central character, and Miss Wright has a virtual black-cloak assignment as the faithful wife who insists that her husband did not commit the double murder of which he is convicted, on the slightest of physical evidence, although he signs a false conviction in order to stop the questioning of his wife by authorities.

The wife's steadfastness in defense of her husband impels Carey to take his case and, when a jury has convicted him and a date is set for his execution, to persist in efforts to uncover new evidence, or discover the identity of the real murderer, even though this costs him his professional clientele and reduces him to personal penury. Elam is typical as the real killer, a former asylum patient, but there is nothing typical about the killer's gal as she is played by Adele Mara, a portrayal that sizzles.

Running time, 74 minutes. General audience classification. Release date, April 1.

WILLIAM R. WEAVER

Tribute to Hope For Palsy Fund

Leaders of the industry, radio, government, the military, publishing and other fields will gather at the Waldorf-Astoria Hotel here Feb. 27 to pay tribute to Paramount star Bob Hope for his achievements as an entertainment figure and humanitarian.

Hope's testimonial will be held for the benefit of United Cerebral Palsy.

The comedian, whose 32 films, not counting "Road to Bali," his latest, have grossed $162,000,000 over 15 years, said Paramount, and whose humanitarian efforts represent $1,000,000 a year in donated time, will be honor guest at the Friars' annual testimonial banquet. More than 1,000 persons will attend.

Occuping the dais, with George Jessel as toastmaster, will be Eric A. Johnston, Bernard Baruch, Adolph Zukor, Jack Benny, Fred Allen, Danny Kaye, Milton Berle, U. S. Senator W. Stuart Symington, Major General Emmett O'Donnell, NBC president Frank White, RCA president Frank Folsom, *Cleveland Press* publisher Louis P. Seitzer, Jesse Block, Richard Rodgers, Oscar Hammerstein III, and Friars dean Harry Delf.

Chicago Drive-ins

(Continued from page 1)

called price-fixing agreement among exhibitors would be purely a local matter not subject to Federal jurisdiction.

In a separate brief, Edward Blackman, attorney for Essaness Theatres, claims that the government's case is defective in including Essaness as a defendant inasmuch as the alleged agents for Essaness named by the government never were acting as official representatives of the company, which maintains it never was represented at the meetings mentioned by the government as having been set up to fix prices.

After filing of further briefs by government attorneys oral arguments will be heard by the U. S. Court of Appeals for the Seventh District some time in March or April.

Sharmark Seeks Its 'African Queen' Cut

Funds held by United Artists for Horizon Pictures were attached yesterday in a suit brought by Sharmark Enterprises in Superior Court here. The action involves the recovery of gross proceeds from "African Queen," produced by Horizon and distributed by UA.

It is alleged in the action brought by Stanley J. Dorman, attorney for the plaintiff, that Sharmark financed several pictures for Sam Spiegel, head of Horizon, and, in return, was to receive a share in the gross of "African Queen." The money allegedly has not been forthcoming. Approximately $120,000 is involved.

United Artists is not directly a defendant and was named only because it holds gross receipts from the picture. The case was filed here because Sharmark is a New York company and Horizon is a California corporation. The suit had to be filed where Horizon had property, the property being the funds held by UA.

Show Films at Playhouse

BOSTON, Feb. 17.—Bryant Haliday and Cyrus Harvey, Jr. have purchased the Brattle Theatre, Cambridge, Mass. —famous for its stage presentations— and converted it to a motion picture house. The new owners, who were with the theatre when it was a legitimate house, have decided on a policy of showing "art" films. This is the first house in New England to use a rear-projection.

General Clay

(Continued from page 1)

the tributes being sponsored by Variety Clubs International.

General Clay joins the honorary committee's list of Federal, state and local dignitaries who include Vincent R. Impellitteri, Mayor of New York; U. S. Senator Herbert H. Lehman, U. S. Senator Irving M. Ives, New York State Attorney General Nathaniel L. Goldstein, Edward Corsi, industrial commissioner of the New York State Department of Labor; District Attorney Frank S. Hogan, New York City Comptroller Lazarus Joseph, Herman T. Stitchman, commissioner of Housing; Robert F. Wagner, Jr., borough president of Manhattan; John Cashmore, borough president of Brooklyn; Edward T. McCaffrey, commissioner of licenses, and Walter T. Shirley, commissioner of commerce.

Ill. Allied Fears

(Continued from page 1)

can be made by production and distribution would be to reverse its policy and sell their product to television."

The Allied unit pointed out that the association for years has "maintained that the primary cause for the depressed box-office in those areas where TV exists is the free televising of motion pictures over that medium. That is an inescapable fact and we, in Chicago, have conclusive figures to back up our contention." The directors stated that they shared the enthusiasm in 3-D that has been expressed by leaders in every branch of the industry, "but we do so with bated breath so long as the fears herein expressed continue to plague us."

In conclusion, the unit called upon the heads of all companies "to ponder this subject well lest the great development of 3-D will be over-shadowed and seriously hampered by hasty action on the part of any producer or distributor in disposing of their pictures to television." According to the reports, distributors plan to dispose to TV those pictures made in the last five years.

3-D Without Glasses

(Continued from page 1)

"everything in 3-D is public domain."

Without standardization, Pine said that tri-dimensional productions "could fall on their face." The system that Paramount is currently using in its 3-D productions is not Paravision but a process developed by the Motion Picture Research Council.

Pine said that the camera used to film the company's first 3-D feature, "Sangaree," was developed by Edouart 17 years ago. Although the camera won an Academy Award for Edouart in 1937, Paramount did not use it previously because it was thought the public and the studios were not ready for it.

In backing his statements concerning the future of 3-D without glasses, Edouart pointed out that the Armed Forces spent $7,000,000 to develop such a system during World War II and wound up with polarized glasses. He also mentioned that the company is now working on a camera that will shoot miniature objects from one inch to one foot in height, in three dimension. No indication was given when this small-scale camera would be ready.

"To protect exhibitors who do not have equipment for 3-D," Paramount is producing "Sangaree" in both the standard and tri-dimensional processes, according to Pine. He also announced that the company was experimenting with a wide-screen method of production.

Meanwhile, spurred by the enthusiasm which greeted Monday's demonstration test screening here of "Sangaree," Paramount announced that it is going to film a fourth picture, "High Voltage," in this process as well as in regular form.

PARAMOUNT TRADE

FEBRUARY 19

The GIRLS of PLEASURE ISLAND

Color by TECHNICOLOR

starring

LEO GENN · DON TAYLOR

with GENE BARRY · ELSA LANCHESTER

and introducing

DOROTHY BROMILEY · AUDREY DALTON · JOAN ELAN

Produced by PAUL JONES

Directed by F. HUGH HERBERT and ALVIN GANZER

Screenplay by F. HUGH HERBERT

Based on the novel by William Maier

FEBRUARY 26

THE WAR OF THE WORLDS

Color by TECHNICOLOR

Produced by GEORGE PAL

Directed by BYRON HASKIN

Screenplay by BARRÉ LYNDON

Based on the novel by H. G. WELLS

MARCH 19

PONY EXPRESS

starring

CHARLTON HESTON

RHONDA FLEMING

JAN STERLING

FORREST TUCKER

Color by TECHNICOLOR

Directed by JERRY HOPPER

Screenplay by CHARLES MARQUIS WARREN

Story by Frank Gruber

Produced by NAT HOLT

CITY	PLACE OF SCREENING	"THE GIRLS OF PLEASURE ISLAND" February 19th	"THE WAR OF THE WORLDS" February 26th	"PONY EXPRESS" March 19th
ALBANY	FOX SCREENING ROOM, 1052 Broodway	2:30 P.M.	2:30 P.M.	2:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Wolton St., N. W.	2 P.M.	2 P.M.	2 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley St.	2 P.M.	2 P.M.	2 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Fronklin St.	2 P.M.	2 P.M.	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 So. Church St.	10 A.M.	10 A.M.	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 So. Michigan Ave.	1:30 P.M.	1:30 P.M.	1:30 P.M.
CINCINNATI	FOX SCREENING ROOM, 1638 Central Parkwoy	2:30 P.M.	2:30 P.M.	2:30 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 E. 23rd St.	8:15 P.M.	8:15 P.M.	8:15 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway	2 P.M.	2 P.M.	2 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	2 P.M.	2 P.M.	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.	1 P.M.	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Ave.	2 P.M.	2 P.M.	2 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Ave.	10:30 A.M.	10:30 A.M.	10:30 A.M.
JACKSONVILLE	FLORIDA THEATRES SCREENING ROOM, Florida Thea. Bldg.	8 P.M.	8 P.M.	8 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte St.	2 P.M.	2 P.M.	2 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 W. 20th St.	1:30 P.M.	1:30 P.M.	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Second St.	12:15 Noon	12:15 Noon	12:15 Noon
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North Eighth St.	2 P.M.	2 P.M.	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.	2 P.M.	2 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.	2 P.M.	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 S. Liberty St.	2 P.M.	2 P.M.	2 P.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)	2:30 P.M.	2:30 P.M.	2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grond Ave.	10:30 A.M.	10:30 A.M.	10:30 A.M.
OMAHA	FOX SCREENING ROOM, 1502 Davenport St.	1:30 P.M.	1:30 P.M.	1:30 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 N. 12th St.	2:30 P.M.	2:30 P.M.	2:30 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Boulevord of Allies	2 P.M.	2 P.M.	2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	2 P.M.	2 P.M.	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive St.	1 P.M.	1 P.M.	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st So. St.	1:30 P.M.	1:30 P.M.	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gote Ave.	2 P.M.	2 P.M.	2 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	1:30 P.M.	1:30 P.M.	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N. W.	8 P.M.	8 P.M.	8 P.M.

Republic

(Continued from page 1)

dent Herbert J. Yates said that the corporation's bank indebtedness as of last Oct. 25 amounted to $3,016,962, compared with a similar indebtedness of $1,805,546 on Oct. 27, 1951. The increase of $1,211,415 is accounted for in an increase of inventories by $2,161,536.

"Notwithstanding adverse conditions affecting importation and distribution of American motion pictures in foreign countries, and conversion and remittance of foreign currencies to this country in U. S. funds," Yates said, "income from distribution of our pictures in foreign countries was maintained at a satisfactory level. Your management looks forward to improvement of these conditions, at least in some foreign countries, during this year."

Subsidiary Expanding

Yates said Consolidated Film Industries Laboratory, a subsidiary, was expanding its operations to handle more Trucolor printing to take advantage of the trend toward color pictures. As more and more pictures are made in color, he said, there will be a decrease in the amount of black and white printing. Improvements at the Hollywood film laboratory, at a cost of $500,000, is expected to result in an increase in the income from laboratory work in connection with television and 16mm. films, Yates said.

The consolidated balance sheet shows total current assets amounting to $6,060,207, including cash in banks and on hand of $1,979,226. Current liabilities were listed at $7,572,305. Current assets in foreign countries, (subject to withdrawal restrictions), less reserves, amounted to $2,410,935.

Ramsay in Post

(Continued from page 1)

tising and co-related promotional activities.

Ramsay was associated with Universal-International for 13 years. At one time he served as studio advertising manager and after assuming his post with the Greenthal agency he served as the U-I account executive and headed the West Coast office of the agency.

Archie Herzoff, U-I studio advertising and promotion manager, will continue to function in that capacity.

WB 'Holders Approve Plan

(Continued from page 1)

which they will receive in the new picture company, and accordingly, they and members of their families are forced to sell or trustee the stock which they will receive in the new theatre company. They have entered into agreements to sell this stock when issued to Fabian Enterprises or its assigns. This is a corporation owning and operating a theatre circuit, of which Simon H. Fabian is the head.

The stockholders approved and ratified the corporation's consent to the court order which is essential to complete the purchase of stock by Fabian Enterprises and it is expected that, upon the consummation of the purchase of the stock, the following will constitute the board of directors of the new theatre company, Stanley-Warner Corp.: Fabian, Samuel Rosen, David G. Baird, Harry M. Kalmine and Maurice A. Silver. Baird is a partner of Baird and Company, a New York brokerage firm, and has experience in financial matters. Fabian, Rosen and Baird have been designated by Fabian Enterprises. Kalmine has for many years been the general manager of the Warner Theatre Circuit. Silver has been in charge of operation of Warner theatres in various zones and is now in charge of the Pittsburgh and Cleveland areas.

It is expected that the following will constitute the board of directors of the new picture company, Warner Brothers Pictures, Inc.: Harry W. Warner, Albert Warner, Jack L. Warner, Wadill Catchings, Robert W. Perkins, Samuel Carlisle, Stanleigh P. Friedman, Charles S. Guggenheimer and Samuel Schneider. Some of these have been directors of the present corporation since its formation in 1923, and all of them have been on the board for nine years or more.

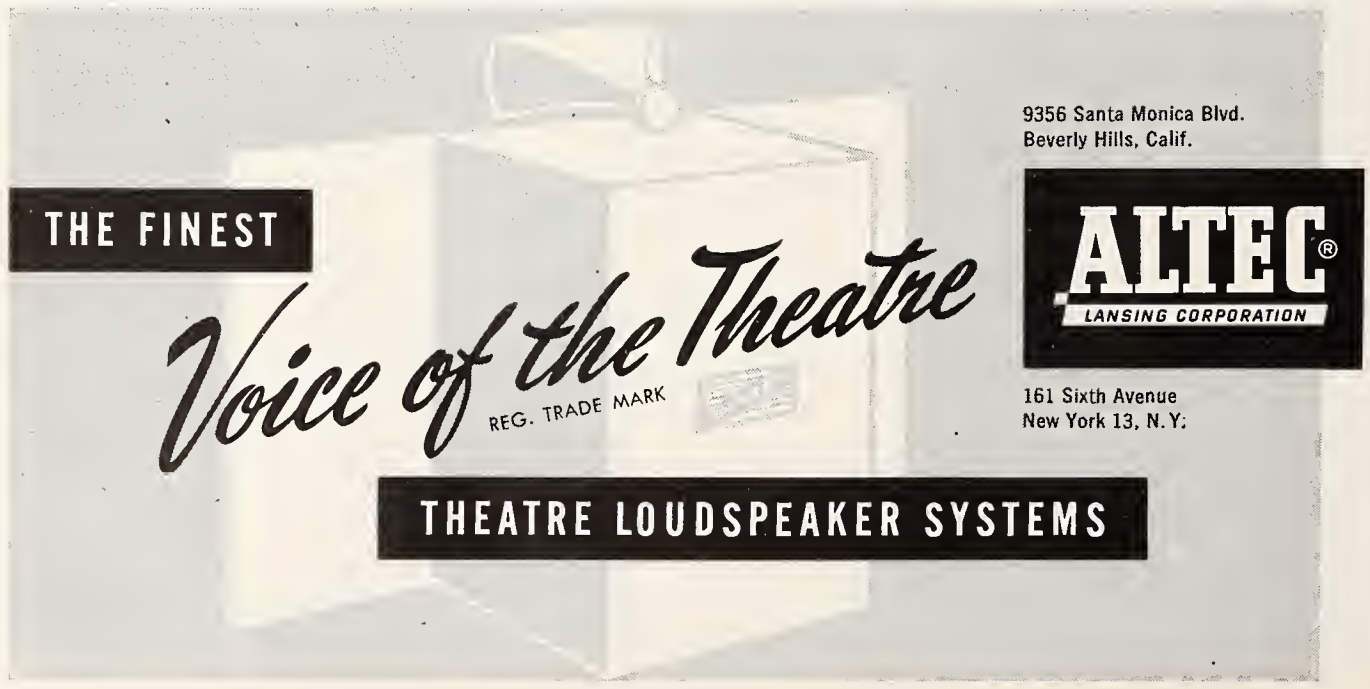
As provided under the plan of reorganization the present Warner Brothers Pictures, Inc., is to be dissolved shortly after Feb. 28. In March, the board of directors of the new Warner Brothers Pictures and the board of directors of the Stanley-Warner Corp. will meet, at which time consideration will be given as to future dividend payments. It is the intent of the management of the new Warner Bros. Pictures, it was stated, to recommend that the board of directors declare a dividend payable in May, 1953. It was not possible to state today what recommendation as to dividends will be made by the management of Stanley-Warner Corp. The management of Stanley-Warner will not be named until early in March, as the officers and directors will be determined on the basis of whether or not the sale of their stockholdings in Stanley-Warner by the brothers Warner and certain members of their families to Fabian Enterprises or its assigns is completed.

The stockholders were advised of the current interest in three dimensional pictures. The Warner studio, it was explained, has been experimenting from time to time with three dimensional processes and experimental activity lately has been accelerated. In the meantime Warner Brothers is producing a third dimensional picture, "House of Wax," using the Natural Vision process. It is expected that this picture, which will be in WarnerColor, will be released in April and it will be the first feature picture utilizing a three dimensional process to be produced and released by a major company. Warner Brothers plans to immediately start the production of another tri-dimensional picture, it was said.

Equipment to exhibit three dimensional pictures which require the use of Polaroid glasses by the patron have been installed in eight Warner theatres to date. Installations are now being made in 40 additional Warner theatres.

Plan Studio Building

OTTAWA, Feb. 17. — Construction will start this year on a new large building and studios in Montreal for the National Film Board. The Canadian government expects to complete the addition in two years.



National Pre-Selling

"3-D Day Hits Hollywood in Blinding Falsh" is the caption *Life* gave to its 3-D story in the Feb. 16 issue. The author of this story says "The whole film industry turns to third dimension in its most frenzied boom since the birth of sound." Scenes appear of 3-D photographic equipment in three major Hollywood studios. A shot of Jack Warner is used as he watches Natural Vision films in his screening room. "Originally a skeptic, he plans to go overboard on 3-D as he did on sound in 1927," says *Life*.

•

The March issue of *Woman's Home Companion* tells how a Peter Pan Treasure Hunt Party can be run, in a two-page spread in full color. The color reproductions of 12 Peter Pan novelties suggest that these can be used as party prizes.

Also in the issue is a full color page ad placed by the Advance Pattern Co. featuring a large picture of Peter and Wendy in the costumes they wear in "Peter Pan." The patterns illustrated in the ad are available in 500 W. T. Grant Company stores.

Also in this issue is a Walt Disney full color page ad on "Peter."

•

"Hoopla Over Hans" is the title of Look's *story in the Feb. 24 issue telling how Samuel Goldwyn ignored budgets and gave "Hans Christian Andersen" two "world premieres."*

Candid camera shots taken at premiere parties, of Margaret Truman, Marlene Dietrich, Renee Jeanmaire, Danny Kaye and Milton Berle are displayed on three pages.

Also in this issue is a full page ad on Hal Wallis' "Come Back, Little Sheba."

•

"The Member of the Wedding" is picked as its favorite picture of the month by *Seventeen* for March.

Ed Miller, motion picture editor of *Seventeen* reviews "The Stars Are Singing," "To-Night We Sing," "Moulin Rouge," "All Ashore," "Peter Pan" and "Never Wave at A Wac" in the March issue.

Also in this issue is a color ad on Columbia's "Salome."

•

"The Walt Disney Story" fills four pages of text and pictures in the Feb. 16 issue of *Newsweek*. The story tells details of Disney's feature films and the financing which made them possible, also their potential box-office returns. How the "True-Life Adventure Series" was started, and photographs of this series of films appear in this story of Walt Disney.

The front cover of this issue is given over to Disney cartoons and to "Peter Pan." Also in the issue is a full page ad on Warner Brothers' "Jazz Singer."

•

The Sunday News Magazine *Section of Feb. 15 carried a story of Marilyn Monroe and Jane Russell, titled, "The Battle of the Bulges." A full color front cover picture of the two stars was used in addition to four color pictures and text on a center fold spread. The misses Monroe and Russell are starred in 20th Century-Fox's new picture, "Gentlemen Prefer Blondes."*

WALTER HAAS



"He says there's a COMPANION-approved movie in town!"

It's an age-old story: COMPANION-approval means big, bright, beautiful *box office* . . . as practically any successful movie maker (or COMPANION rep) will be delighted to tell you.

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Paramount Pictures

Dream Wife.....MGM

Jeopardy.....MGM

Woman's Home COMPANION

CURRENT CIRCULATION MORE THAN 4,300,000

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MOULIN ROUGE

"SET A NEW OPENING DAY BOX-OFFICE HIGH, CAPITOL THEATRE for a non-stage show attraction playing at regular prices. With the single exception of 'Quo Vadis,' 'MOULIN ROUGE' has also established the biggest first day total gross in 5 years, since Sept. 1948, when the Capitol stage show policy was still in effect. On the basis of its opening day figures, it outgrossed by more than 50% the Capitol's previous record-holders, 'A Place In the Sun,' 'The African Queen' and 'The Quiet Man.' On the basis of the second day indications, 'MOULIN ROUGE' will continue to set box-office marks at the Capitol, and we look forward to a record-breaking week."

EUGENE PICKER, *Loew's Theatre Exec.*

RED HOT!

ROMULUS presents JOSÉ FERRER in John Huston's "MOULIN ROUGE" • Color by Technicolor • with ZSA ZSA GABOR
SUZANNE FLON • And Introducing • COLETTE MARCHAND • A ROMULUS Production • Directed by JOHN HUSTON
Screenplay by Anthony Veiller and John Huston • From the Novel "MOULIN ROUGE" by PIERRE LA MURE

HONORED WITH 7 ACADEMY AWARD NOMINATIONS!

thru **UA**

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 34 NEW YORK, U. S. A., THURSDAY, FEBRUARY 19, 1953 TEN CENTS

Urges Probe Of Practices Be Continued

Senate Group To Get Recommendation Today

By J. A. OTTEN

WASHINGTON, Feb. 18. — The staff of the Senate Small Business Committee is recommending that the Committee continue its investigation of distributor trade practices, and that the investigation culminate with two weeks of public hearings here late in March.

This recommendation, it was learned, will be handled by the Committee when it meets tomorrow afternoon to discuss its program for the year ahead.

Whether the staff recommendation on the film probe is approved will depend largely on the attitude of the new chairman, Senator Thye, Minnesota Republican, and his stand is not known. Several other Committee

(*Continued on page 3*)

Montague Morton Heads UA in UK

The appointment of Montague C. Morton as managing director of United Artists' British company, United Artists Corp., Ltd., was announced in London yesterday by Arnold Picker, vice-president of United Artists in charge of foreign distribution, the UA home office here reported.

Morton has been United Artists' general sales manager in Britain since 1948. He joined the company there in 1937 as a salesman, becoming Lon-

(*Continued on page 3*)

New TV Commercial Contract Okayed

Approval of a proposed contract for actors in television film commercials was disclosed here yesterday by the board of directors of the Screen Actors Guild. The contract, when ratified by the guild membership, will end the guild strike, in effect since Dec. 1.

Highlights of the contract, which sets a new pattern of "use payments" for actors, include a minimum "production payment" to actors "on

(*Continued on page 3*)

New Board Elects Warner Officers; H.M. Heads Slate

Harry M. Warner has been elected president of the new Warner Brothers Pictures, Inc., the firm which will take over the production-distribution phases of the old parent company which is set to be dissolved officially at the end of the month.



Harry Warner

The election of Warner to the same position he held with the old parent company came at a recent board meeting, it was disclosed here yesterday. The board and officers of the new theatre company, which will be controlled by Si H. Fabian, president of Fabian

(*Continued on page 3*)

Polaroid Confident Of Continued Supply

CAMBRIDGE, Mass., Feb. 18.—Assurances that the recent patent suit brought against Polaroid Corp. would "have no effect" on current Polaroid deliveries or future Polaroid plans came today from Richard T. Kriebel, secretary of the company.

He called the suit instituted by Depix Corp. in U. S. District Court of

(*Continued on page 3*)

Jack Warner to Head Coronation Filming

HOLLYWOOD, Feb. 18.—Jack L. Warner personally will supervise the filming of the coronation of Queen Elizabeth in London, the executive producer of Warner Brothers Pictures disclosed here today. Warner promised to film the coronation in Warner-Color in an address he made to the British film industry in London last summer.

Working in cooperation with Associated British Pictures Corp., with which Warner Brothers is affiliated in England, more than 40 cameras are

(*Continued on page 3*)

Barkley to Address 'Brotherhood' Group

Former vice-president Alben W. Barkley will be one of the principal speakers tonight at a "Brotherhood Week" dinner at the Waldorf-Astoria here where the amusement industry will honor seven leaders of communications arts and sciences.

Sol A. Schwartz is national chairman for the amusement industry's

(*Continued on page 3*)

NPA Eases Construction Rules for Theatres

WASHINGTON, Feb. 18.—The National Production Authority has authorized theatre builders and builders of other types of construction to buy supplies of steel, copper and aluminum without official government priorities, provided these purchases are made from producers after they have filled all government-approved priority orders.

This marks a further relaxation in construction controls and is in keeping with a decision announced last Friday relaxing the controls on equipment manufacturers and other producers.

At present, theatre builders can write their own priorities for four to five tons of steel and 500 pounds of copper per project per quarter. Starting May 1, they will be able to write their own priorities for up to 300

(*Continued on page 3*)

Deadline on 16mm. Filing Now Mar. 11

Los Angeles, Feb. 18.—The deadline for filing answers by defendants in the government's 16mm. case against the 12 film companies was set forward to March 11 by Federal Judge William Byrne on a petition for extension by counsel for RKO Pictures, Columbia and Screen Gems, which is in mid-trial of another case in a different court.

Elect Grainger President of RKO Pictures

Also Chosen to Boards Of RKO Pictures, Radio

HOLLYWOOD, Feb. 18.—James R. Grainger was elected president of RKO Pictures Corp. and RKO Radio Pictures, Inc., the operating subsidiary, at meetings today of the boards of directors of the two companies.



J. R. Grainger

Grainger was also elected to the board of directors of each company, replacing Edward G. Burke, Jr., on the RKO Pictures board. The board of directors of RKO Pictures Corp. now consists of

(*Continued on page 3*)

'Hans' and 'Peter' Top RKO Grossers

NEW ORLEANS, Feb. 18.—Samuel Goldwyn's "Hans Christian Andersen" and Walt Disney's "Peter Pan" will likely be the biggest grossers in the history of RKO Radio, Charles Boasberg, general sales manager, today told a meeting of the company's Southern division sales force in this city. "The figures on these two attrac-

(*Continued on page 3*)

Naming of Republic Sales Head Delayed

Herbert J. Yates, president of Republic Pictures, will not name a new sales head to replace James R. Grainger, until after his return to New York from Europe, in about six weeks. Grainger resigned to become president of RKO Radio Pictures. Yates left here yesterday.

Meanwhile, greater responsibility has been placed on Republic's regional sales heads in the field, as previously reported.

Personal Mention

EDWARD (TED) CURTIS, Eastman Kodak executive, left here yesterday on the *S. S. United States* for Europe and South Africa.

•

L. W. TEEGARDEN, formerly RCA vice-president in charge of technical products of the RCA Victor division, has been named executive vice-president of RCA.

•

ERIC JOHNSTON, MPAA president, and KEN CLARK, information director, were here from Washington yesterday.

•

WILLIAM PINE, producer, and FARCIOT EDOUART of the Paramount studio scientific department, left here yesterday by plane for Hollywood.

•

H. W. BRADEN of Hamliton, Ontario, head of United Amusement Theatres there, is recuperating from auto accident injuries.

•

ADDIE ADDISON has been moved from the United Artists sales department in Atlanta to the Southern publicity department of the company.

•

HERMAN KASS of the Universal Eastern advertising-publicity department left New York yesterday for Boston.

•

MITCHELL RAWSON of M-G-M's publicity department here, will leave for the Coast at the end of the month.

•

FREDERICK BRISSON, RKO Radio producer, will return here Monday from Madrid.

•

G. S. EYSSELL, president of Rockefeller Center, has returned here from the Coast.

Services Held for Ward Scott, 67

DENVER, Feb. 18.—Services were held here for Ward Scott, 67, who retired in 1948 as branch manager at Kansas City for 20th Century-Fox. He died here Saturday following a long illness.

Scott entered the business in 1913 with Mutual Film, later was branch manager for Pathe and then 20th Century-Fox in Denver, going to Cleveland in a similar capacity, and from there to the district job at Kansas City. He returned to Denver on his retirement. He is survived by the widow, Daisy, two sons and a sister.

N. Y. Legislature Is Clear on Films

ALBANY, N. Y., Feb. 18.—D. John Phillips, executive director of the Metropolitan Motion Picture Theatres Association, New York, made a two-day visit to the State Legislature here as part of his organization's continued vigilance on bills affecting the motion picture industry. He found no special threat in any of the measures introduced, so far.

Label Group OK's 'IA' Foreign Stand

The Central Union Label Council of Greater New York has endorsed the stand taken by the IATSE against foreign production by American film companies. The IATSE has raised objections to the practice of U.S. producers making pictures overseas with American players and for American consumption for tax-saving purposes.

Add Dignitaries to Zukor Committee

The first list of Congressmen, New York City councilmen and judges who have accepted membership on the honorary committee of the Adolph Zukor Golden Jubilee dinner here on March 4 was announced yesterday by Harry Brandt and Robert J. O'Donnell, who are guiding the event for its sponsors, Variety Clubs International.

Members of the House of Representatives (all from New York State), are: Congressman Emanuel Celler, Isidore Dollinger, Francis E. Dorn, Sidney A. Fine, Paul A. Fino, Louis B. Heller, Lester Holtzman, Eugene J. Keogh, Arthur G. Klein, Abraham J. Multer, Adam Clayton Powell, John H. Ray, John J. Rooney, Jacob K. Javitz and Edna F. Kelly.

City councilmen who will serve on the honorary committee are: Maurice J. McCarthy, Jr., Charles E. Keegan, Irving I. Shreckinger, Stanley M. Isaacs, Eric James Treulich, Robert Weisberger, Jack Kranis, Jeremiah B. Bloom, Arthur A. Low and Councilwoman Bertha Schwartz.

Judges are Charles W. Frossel, Jonah J. Goldstein, Ferdinand Pecora, Meier Steinbrink, S. Samuel DiFalco, Samuel S. Liebowitz and Matthew M. Levy.

SMPTE Coast Meet Discusses 3-D

HOLLYWOOD, Feb. 18.—The technology of stereoscopy came in for study when the Western branch of the Society of Motion Picture and Television Engineers played host to the American Society of Cinematographers membership at Republic studio here for an evening-long discussion of principles and problems.

Speakers included Raymond L. Spottiswoode, co-producer of the Stereo-Techniques subjects; Raphael G. Wolff, partner with Sol Lesser in Stereo-Cine; Milton L. Gunzburg, Natural Vision president, and Dr. Harold R. Lutes, president of the H-L Instrument Co.

Morris Legendre, Wife

CHARLOTTE, N. C., Feb. 18.—Morris Legendre, Carolina theatre owner, was among those killed in the crash of a National Air Lines plane in the Gulf of Mexico on Sunday. Legendre and his wife were returning to their home in New Orleans.

Yates to Seal Italian Deal

A deal for the joint production of American-Italian pictures in Rome with the Athena Co. is expected to be concluded by Herbert J. Yates, president of Republic Pictures, on his current trip to Europe. Yates and his wife, Vera Ralston, and William Saal, his executive assistant, sailed yesterday on the *S.S. United States.* A study of the German production situation will be made in Munich for the purpose of working out a production deal in Germany.

In England, Yates will confer with Herbert Wilcox on plans for the London world premiere of "Laughing Ann," first picture under the recent Wilcox-Neagle-Republic agreement.

Lazarus to Head Sullivan Tribute

Paul N. Lazarus, Jr., Columbia home office executive and former president of the Associated Motion Pictures Advertisers, will lead AMPA's tribute to newspaper columnist Ed Sullivan when the advertising organization fetes the television master-of-ceremonies of "Toast of the Town" for his cooperation with the motion picture industry. The tribute will be at a luncheon on Thursday, March 19 in the Hotel Piccadilly, according to Harry K. McWilliams, AMPA president. George Ettinger, Columbia's radio and TV contact, is chairman.

$14,000 for 'Bwana' At Loew's State

A gross of $14,000 was claimed for the opening of tri-dimensional "Bwana Devil" at Loew's State in New York yesterday.

United Artists says that the simultaneous opening here at the State and Fabian's Brooklyn Fox smashed box office records. A new all-time high gross for a non-holiday opening was hit at the Fox and at the State the film was running neck and neck with the record-holding 1946 performance of "The Jolson Story."

Green Named Head Of Awards Event

HOLLYWOOD, Feb. 18. — Johnny Green, general musical director of M-G-M, has accepted the invitation of the Academy of Motion Picture Arts and Sciences to be the general director of the annual Academy Awards presentation program, which will be staged at the RKO Pantages Theatre on March 19.

Green, who has been associated with all of the Academy Awards events since 1945, will produce the Silver Jubilee program, which will be broadcast and televised over the combined facilities of NBC.

Heads Texas Drive-ins

DALLAS, Feb. 18.—Charles Weisenburg has been elected president of the Texas Drive-in Theatre Owners Association. He operates a circuit of outdoor theatres.

Companies Donate For Belgian Relief

Member companies of the Motion Picture Export Association voted to contribute 200,000 Belgian francs for flood relief in Belgium at a meeting of foreign department representatives here yesterday. Eric Johnston, president of the MPEA, presided.

The session dealt principally with the matter of legal fees in foreign countries. All business on the agenda was not completed and the meeting was adjourned until tomorrow.

KMTA Board Okays Arbitration Plan

KANSAS CITY, Feb. 18.—The board of directors of the Kansas-Missouri Theatre Association today adopted resolutions endorsing the principles of arbitration as put forward by the Theatre Owners of America and hopes were expressed that a plan might become effective for making arbitration available generally.

The Association's committee on conciliation reported plans for promoting relations between distributors and exhibitors.

The board also acted on plans for the drive-in conference here March 4, sponsored by the Association.

There will be an exhibit of equipment and supplies set up by March 3 for a full day of viewing before the meeting. The program for March 4 will provide for discussions following talks on operating subjects and public relations. There will be no charge for registration.

C. D. (Doc) Cook, president, reported on the recent TOA meeting in New York.

TOA Setting Plans For Chicago Meet

Although the annual convention of the Theatre Owners of America is almost eight months away, preliminary plans have already been started. The conclave will be held in Chicago at the Conrad Hilton Hotel Nov. 1-5.

Charles (Chick) Lewis, convention and trade show chairman, and Howard Bryant of the New York TOA office, are now in Chicago to discuss hotel accommodations and to confer with J. Robert Hoff, president of the Theatre Equipment Supply Manufacturers Association, in regard to the trade show exhibit.

Promote 'Anna'

The first hundred ladies, bringing proof that their first names are Anna, who presented themselves at the box office of the Globe Theatre here yesterday were admitted free to the premiere of "Anna." The Italian import, dubbed in the American language, will play on a continuous policy.

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WB Officers

(*Continued from page* 1)

Enterprises, will be officially designated when the Fabian-Brothers Warner deal is consummated. Fabian is expected to conclude the agreement, under which he gains Brothers Warner stock in the new theatre company, some time near the end of this month.

With the exception of Harry M. Kalmine, vice-president, and W. S. McDonald, assistant treasurer, all other officers remain the same in the new picture company. They are: vice-presidents Albert Warner, Jack L. Warner, Herman Starr, Stanleigh P. Friedman, Samuel Schneider, Benjamin Kalmenson, Mort Blumenstock and Robert W. Perkins, who is also secretary; assistant secretaries H. S. Bareford, R. J. Obringer and E. K. Hessberg; treasurer, Albert Warner; assistant treasurer and controller, S. Carlisle; assistant treasurer, C. H. Wilder, and assistant controller, Walter Meihofer.

Kalmine and McDonald are to join the projected new theatre company in the same positions they occupied in the parent company. Meanwhile, both are functioning in their respective positions at Warner Theatres.

Jack Warner

(*Continued from page* 1)

being readied to capture the full scope of the ceremony. Tests are also being conducted in Westminster Abbey, scene of the actual coronation, to provide enough light for the cathedral.

Production will be cut to a final length of 5,000 feet under the supervision of specially selected teams of editors from Pathe Pictorial and documentary units in London. Provisions have been made to fly the film out of England on the night of the coronation and rushed to the Burbank studios

Additionally, 400- and 2,000-foot versions will be prepared for showings on the following day in England and elsewhere.

Warner said, "Although it is standard operating procedure at our studios to view WarnerColor dailies the day after they have been shot, this is the first time in motion picture history that mass release color prints will be available to theatres within a few hours after the film has been exposed."

TV Contract

(*Continued from page* 1)

camera" of $70 for each television filmed commercial delivered by producer to advertiser and a graduated "use payment" to the actor when the same film commercial is re-used, according to the number of uses.

The proposed contract has been approved by members of the Film Producers Association of New York who will be the primary signatories and national advertising agencies which have agreed to sign letters of adherence to the contract. Members of the Alliance of Television Film Producers, Hollywood, and other Hollywood, Chicago and Detroit producers of video commercials also are expected to sign the contract. If, as expected, guild membership meetings ratify the contract, the guild's three-months' strike will end March 2.

Review

"Destination Gobi"

(20th Century-Fox)

THE fact that there are no women in the cast of "Destination Gobi" should not detract from the entertainment merits of the picture. Filmed in color by Technicolor, the story contains comedy, drama and suspense. A "sneak preview" audience in New York registered almost 100 per cent praise for the picture, which may be taken as proof that a story does not have to have a boy-meets-girl angle to hold interest.

One facet in the picture's favor is the novelty of the juxtaposition of the locale and characters. It is the story of seafaring men in the Mongolian Desert and that, in itself, is something unusual. Richard Widmark is the most well known name in the cast, but he has been surrounded by a fine array of supporting players and is given co-star billing with Don Taylor.

Widmark, as chief petty officer, is in charge of seven enlisted men assigned to the Gobi Desert for the purpose of sending vital weather observations to the Navy during the last days of World War II. The party wins the friendship of a tribe of Gobi nomads by giving them saddles for their horses. In danger of a Japanese attack, the Navy men start a long trek—800 miles—to the coast and it's the adventures en route that provide the suspense and excitement of the picture. The nomads, alternately, prove to be both friends and enemies of the little party, but eventually turn out to be better friends that enemies by supplying an escape ship after Widmark and his crew are taken prisoners by the Japanese.

The picture is sprinkled with humorous incidents and amusing wisecracks which offer relief from the tense moments.

Produced by Stanley Rubin and directed by Robert Wise, the screenplay by Everett Freeman is based on a story by Edmund G. Love.

Others in the cast are Murvyn Vye, Darryl Hickman, Martin Milner, Ross Bagdasarian, Judy Dann, Rodolfo Acosta, Russell Collins, Leonard Strong.

Running time, 89 minutes. General audience classification. For April release.

AL STEEN

Barkley to Address

(*Continued from page* 1)

participation in Brotherhood Week. Those to be honored are: Spyros P. Skouras, motion pictures; Walter D. Fuller, Curtis Publishing Co., representing the magazine field; John Golden, the legitimate theatre; William Randolph Hearst, Jr., news services; Jack R. Howard, newspapers; Danny Kaye, entertainment arts, and David Sarnoff, radio and television.

A feature of the evening will be a dramatic tableaux, "The ABC's of Brotherhood," with a cast including Quentin Reynolds, John Cameron Swayze, Ben Grauer, Danny Kaye, Bill Hayes, Mel Allen, Bob Considine, Conrad Nagel and Dennis O'Keefe. The tableaux was written by Morton Sunshine.

Montague Morton

(*Continued from page* 1)

don branch manager and sales supervisor of all British branches in 1944 and assistant general sales manager in 1945. The position of managing director there has been vacant since 1949.

Picker is on a regular business visit in London from his headquarters in New York.

Walter Seltzer Named

HOLLYWOOD, Feb. 18.—Walter Seltzer has been appointed executive assistant to Jack Saper, general manager of Hal Wallis Productions. Seltzer, director of advertising-publicity for the company for the past eight years, will continue to supervise those activities.

Loew's Dividend

Directors of Loew's Inc. yesterday declared a dividend of 20 cents per share on the common stock, payable March 31, to stockholders of record on March 13.

Urges Probe

(*Continued from page* 1)

members, especially Senator Tobey (R., N. H.), are anxious to have the investigation, which started last year, continued.

More complaints from exhibitors have reached the Committee in recent weeks, it was learned. It is expected that these will give extra weight to the staff recommendation that the investigation be continued.

Some complaints are also coming in, it is understood, against the United Paramount Theatres-American Broadcasting merger, but the staff is making no recommendation that the Committee look into this.

IMPPA Members Named to 3 Units

HOLLYWOOD, Feb. 18.—Members of three committees were named at a regular meeting here of the Independent Motion Picture Producers Association. Appointed to the Permanent Charities Committee were Walter Mirisch, Lindsley Parsons, Robert Lippert, Ed Finney and Sam Katzman. Named to the Motion Picture Industrial Council Committee were Steve Broidy, Lippert, Parsons, and Jack Broder.

The new Labor Relations Committee will be comprised of Mirisch, Parsons, Jan Grippo, Eugene Arnstein and Vincent M. Fennelly.

'Seminole' Set for Southern Openings

MIAMI, Feb. 18.—Universal-International's "Seminole," in Technicolor, will have its world premiere at the Miami Theatre here tomorrow, launching a series of Florida territorial openings.

The Florida openings will be followed Sunday by a premiere at the Weis Theatre in Savannah, starting a series of Georgia territorial saturation openings.

Elect Grainger

(*Continued from page* 1)

Howard Hughes, chairman; Noah Dietrich, J. Miller Walker, and A. D. Simpson, in addition to Grainger.

The election of Grainger to the presidency came in the wake of Hughes reacquiring his controlling stock interest from the Ralph Stolkin syndicate, which forfeited a $1,250,000 down-payment. The Stolkin group served notice on Hughes earlier in the month that it would bow out of the deal, under which it was obligated to pay an additional $6,100,000 for the 26.8 per cent stock interest in the company which it bought at $7 per share.

Grainger, who resigned his position as executive vice-president in charge of sales at Republic Pictures to assume the helm at RKO, is due to return to New York early next week.

'Hans' and 'Peter'

(*Continued from page* 1)

tions are almost unbelievable," said Boasberg. "Everywhere they open, new box-office records are set. And subsequent weeks of most engagements actually equal and often better the initial weeks' grosses, he added.

Previous Top Grossers

Previous high grossers in RKO Radio's history are "The Best Years of Our Lives," "The Bells of St. Mary" and "Snow White and the Seven Dwarfs," all of which are among the industry's top money-makers of all time.

Boasberg is currently touring RKO Radio branches in preparation for the company's "25th Anniversary Drive" which will be held March 6-June 25.

Also present at the meeting were Sidney Kramer, short subjects sales manager; David Price, Southern division manager, and Frank Mooney, his assistant, all representing the home office. From the field were Ben Cammack, Southwestern district manager, and branch managers Rogers Lamantia, New Orleans; Sol Sachs, Dallas; Ralph Williams, Oklahoma City; Reg Reagin, Memphis; Ira Stone, Atlanta, and Rovy Brannon, Charlotte.

Polaroid Confident

(*Continued from page* 1)

New York, alleging infringement of patents relating to light polarizing materials, "wholly without merit." Said Kriebel: "It should not give rise to any confusion or uncertainty in the industry. We have been making and selling polaroid viewers for more than 15 years without interruption and shall continue to do so. Our present production of many millions of viewers per month is being rapidly increased to meet all conceivable demands of the industry."

NPA Eases

(*Continued from page* 1)

pounds of aluminum.

The new relaxation applies both to projects which are already under way and to projects not yet started. It will probably clear the way for the construction of even the largest theatres, which might have been blocked previously. It is expected that all construction controls will be removed by June 30.

"A story that will hit home with
every last spectator! Clift and Baxter
are seen in perhaps their best roles
to date. Here is Hitchcock at his best –
a new peak of accomplishment!"

FILM DAILY

"This is the one they

"Piles suspense
upon suspense
to the last foot!
Hitchcock emerges with
new laurels. Thrilled audiences
will undoubtedly boost this film
into a super boxoffice hit!"

SHOWMEN'S TRADE REVIEW

"Indications for excellent grosses are bright!"

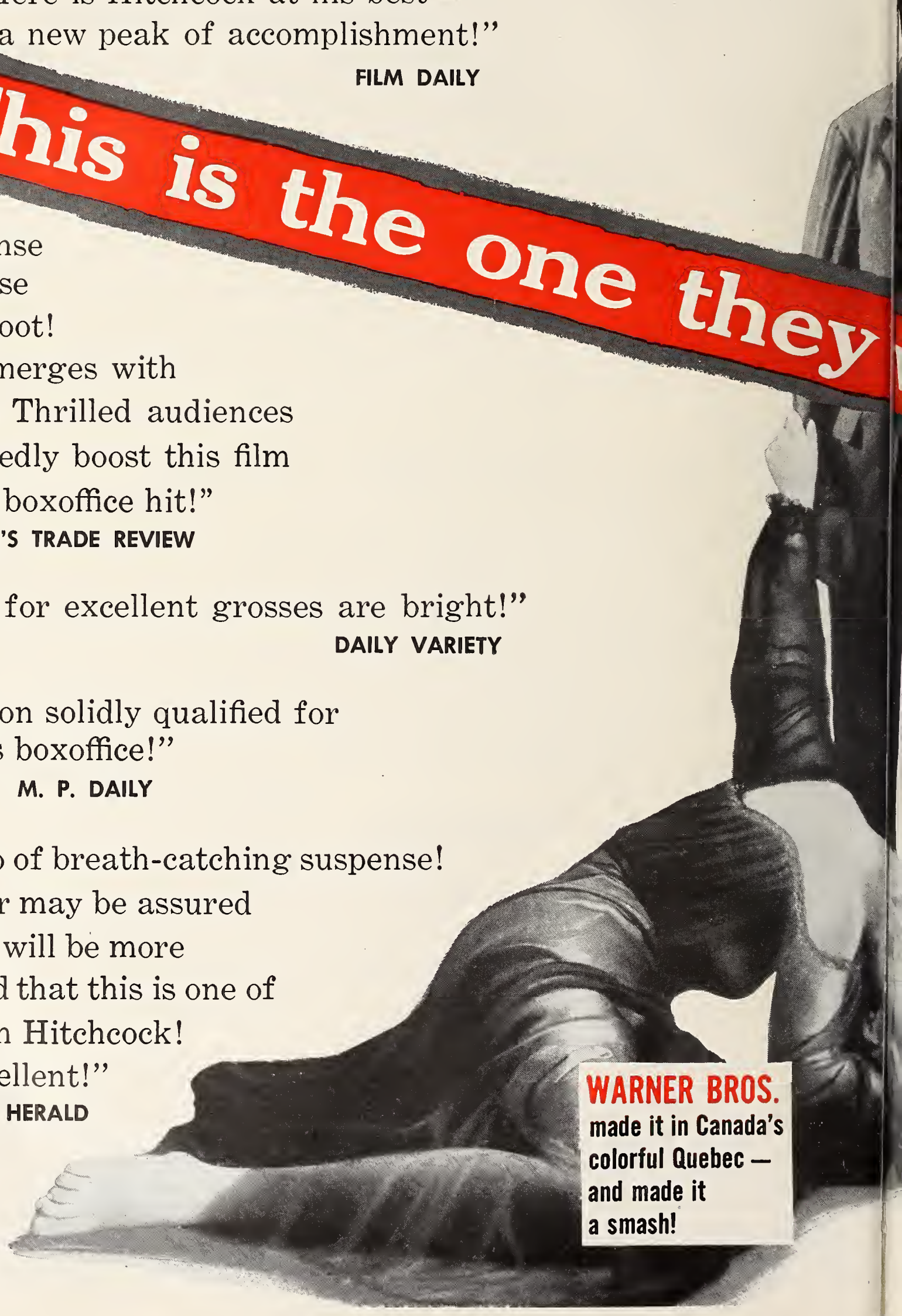
DAILY VARIETY

"An attraction solidly qualified for
a prosperous boxoffice!"

M. P. DAILY

"A crescendo of breath-catching suspense!
The exhibitor may be assured
his audience will be more
than satisfied that this is one of
the best from Hitchcock!
Rating: Excellent!"

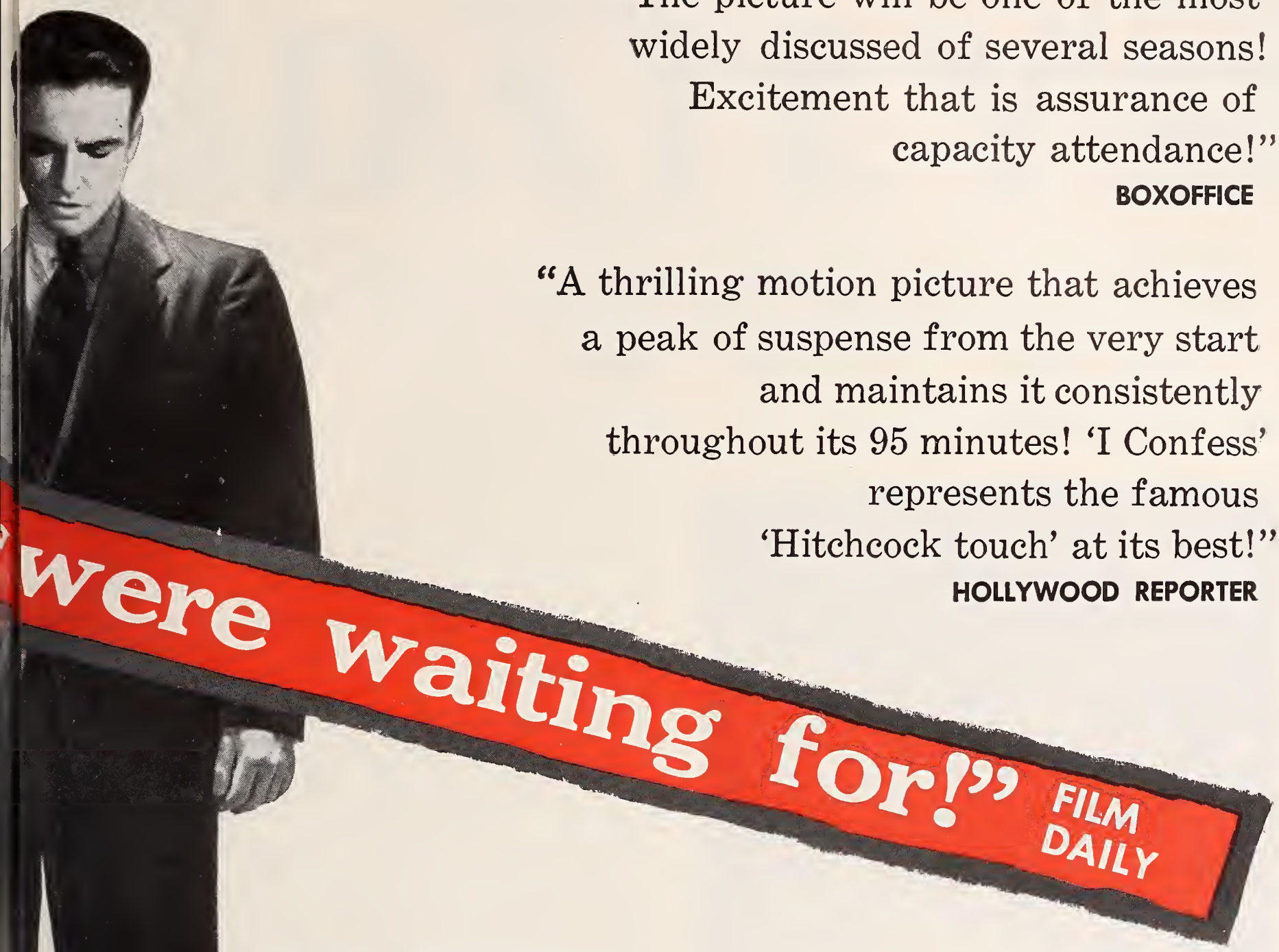
M. P. HERALD



WARNER BROS.
made it in Canada's colorful Quebec — and made it a smash!

"The picture will be one of the most widely discussed of several seasons! Excitement that is assurance of capacity attendance!"
BOXOFFICE

"A thrilling motion picture that achieves a peak of suspense from the very start and maintains it consistently throughout its 95 minutes! 'I Confess' represents the famous 'Hitchcock touch' at its best!"
HOLLYWOOD REPORTER



ALFRED HITCHCOCK'S

"I Confess!"

STARRING
MONTGOMERY CLIFT · ANNE BAXTER

WITH
KARL MALDEN · BRIAN AHERNE

O.E. HASSE · ROGER DANN · DOLLY HAAS · CHARLES ANDRE

SCREEN PLAY BY
GEORGE TABORI AND WILLIAM ARCHIBALD

MUSIC COMPOSED AND CONDUCTED BY DIMITRI TIOMKIN

DIRECTED BY ALFRED HITCHCOCK

Seventeen taps "Member." Teen fans to line up quick!

Teen fans go for adult fare, want pictures of consequence. And they look to Seventeen for news of the latest, the best. What Seventeen recommends, month after month—they go see.

So when Seventeen puts a motion picture into its award column—especially one drenched in drama and heart-tugs like Columbia's "Member of the Wedding"—there's gold in them thar tills! Good news at box-offices everywhere—because millions of teens all over the country will queue up with their friends and their folks to see

SEVENTEEN's picture-of-the-month in MARCH:



Stanley Kramer's production

The Member of the Wedding

starring

ETHEL WATERS

JULIE HARRIS

BRANDON DeWILDE

A Columbia Picture

seventeen

ENTERTAINMENT MAGAZINE FOR YOUNG WOMEN IN THEIR TEENS

Reviews

"The Magnetic Monster"

(Ivan Tors—United Artists)

THIS WILD BUT PLAUSIBLE science fiction screenplay is an exploitable natural. Its subject is a new and yeast-like element which devours energy and turns it into mass matter so that it doubles its size every 11 hours. Producer Ivan Tors and director Curt Siodmak get the most out of this weird and imaginative story; they penned the screenplay themselves. It should please those who look for the odd and unusual without disturbing other viewers.

Heading a cast of comparatively unknown players, all of whom give honest and creditable performances, is Richard Carlson. His task is to destroy the monster before it destroys the world. Carlson's monotoned narration, "I arrived Monday morning at 9:45 . . .," accompanying the story is reminiscent of a popular radio crime program and tends to create the illusion of reality.

A Los Angeles hardware store owner discovers that all of his appliances are magnetized as the film gets underway. Investigation by the scientist reveals traces of a strange new radioactive substance and a trail which eventually leads to physicist Leonard Mudie. Before he dies of radiation burns, Mudie reveals the element has to be regularly bombarded with electrons to keep it from "inbloding" (as opposed to exploding) or milking the energy from all nearby objects. Since it is regularly doubling in size, it stands to grow so quickly as to throw the earth out of its orbit.

The methods which Carlson and his associates use in rendering the mysterious element neutral make for some fine suspense and photographic hocus-pocus, climaxing in a tumultous fashion in a below-the-sea laboratory. Improbable but fun.

King Donovan and Jean Byron are effectively cast. Responsible for the eye-opening special effects are Harry Redmond, Jr. and Jack Glass. The film is an Ivan Tors presentation. Others in the cast are Harry Ellerbe, Leo Britt, Byron Foulger, Michael Fox, Jarma Lewis, John Zarimba, Frank Gerstle and John Vosper.

Running time, 76 minutes. General audience classification. February release.

"Port Sinister"

(RKO Radio)

HIGHLIGHTING THE INTEREST in this action mystery drama written and produced by Audrey Wisberg and Jack Pollexfen are pools of bubbling lava. However, even though there are boiling volcanic eruptions, and an adequate dosage of shootings and fights, a contrived story prevents the viewer from maintaining any interest in the proceedings. The net result is a product with all the elements but none of the continuity of a good mystery drama.

In the main the story concerns a search for pirate treasure on a long submerged island which periodically ejects from the bottom of Neptune's kingdom. James Warren, a scientist, enlists the aid of Lynne Roberts, head of the Florida Marine Experimental Institute, to finance the search. Miss Roberts at first feels the whole project is a wanton waste of money but is finally convinced that Warren is sincere. Some pseudo-scientific hoodlums learn of the treasure hunt and after taking Warren for a "ride" sail away with Miss Roberts as a captive.

Upon his recovery, the hero discovers his ship has sailed and hires a seaplane to track down the schooner. A horrendous storm makes the going rough for the ship and the plane but both weather the trouble. The search for Miss Roberts by the scientists and the search for buried gold by the gangsters lead to a number of chases on the flaming island. The forces of good triumph when the volcano claims the pirates and the treasure.

Flames and thunder attract momentary attention in parts of the production, which was directed by Harold Daniels. The lead performances are adequate. Others in the cast are Paul Cavanagh, William Schallert, House Peters, Jr., Marjorie Stapp, Helen Winston, Eric Colmar, Norman Budd, Anne Kimball, Robert Bice, Merritt Stone, Ken Terrell, Charles Victor, E. Guy Hearn and Dayton Loomis.

Running time, 65 minutes. General audience classification. For April release.

Foreign Newsmen Honor 'Greatest'

HOLLYWOOD, Feb. 18.—Cecil B. DeMille's "The Greatest Show On Earth" has been named as the outstanding motion picture of 1952 by the Foreign Press Association of Hollywood. These representatives of world-wide newspapers and magazines selected the Paramount release at their third annual World Film Festival in Santa Monica.

Going on 'Arena' Location

HOLLYWOOD, Feb. 18. — Arthur Loew, Jr., producer, and Richard Fleischer, director, for M-G-M's "Arena," first three-dimensional picture to be produced by M-G-M, will leave by air for Tucson tomorrow to start two weeks of location scenes.

Would Picket 'Limelight'

HOLLYWOOD, Feb. 18.—Commander Maurice Norman, Hollywood Post No. 43, American Legion, said the post voted last night to picket "Limelight" if the film is shown here, and settled on the text for the placards to be used in such case.

WANTED

Growing, progressive Drive-In theatre organization has wonderful opportunity for District Manager. Must be qualified in advertising, promotion, knowledge of buying and booking, maintenance, and personnel of Drive-In theatres. Should have concession experience. Position will require traveling. Write giving past employment and references. Enclose photo.

ARNOLD BERGER

82 NEWBURY STREET
BOSTON 16, MASS.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 35 NEW YORK, U. S. A., FRIDAY, FEBRUARY 20, 1953 TEN CENTS

Formation of Int'l Drive-in Unit Planned

Ezell of Texas Sparks Exhibitor Organization

DALLAS, Feb. 19.—Plans are underway for organizing the "International Drive-in Theatre Owners Association," Claude Ezell, president of Ezell and Associates, operating one of the largest independent drive-in circuits in the United States, disclosed here today.

Ezell recently resigned as president of the Texas Drive-in Theatre Owners Association so that he could devote his efforts to the organization of the new international group. The organization will embrace members of both Allied and the Theatre Owners of America, but it will function as an inde-

(*Continued on page 5*)

No 3-D Magazines Available Until After March 20

Orders for large magazines to accommodate the 5,000-foot 3-D film reels cannot be filled until after March 20, it was stated here yesterday at a regional meeting of National Theatre Supply Co. branch managers. Until now, it was pointed out, the Wenzel Projector Co. of Chicago, sole manufacturers of the magazines, would rush the special reel-holders to a customer who needed them to meet a scheduled opening of "Bwana Devil." The demand now exceeds the supply and the

(*Continued on page 3*)

20th's CinemaScope Plans Progressing

Spyros P. Skouras, president of 20th Century-Fox, is scheduled to fly to California over the weekend to confer with Darryl F. Zanuck on production plans for properties scheduled to be filmed in the CinemaScope process. While at the studio, Skouras will observe initial shooting of "The Robe," Frank Ross production, which is set to go before the cameras via the CinemaScope system.

Meanwhile, 20th Century-Fox re-

(*Continued on page 3*)

CHANGES IN TRUST LAW ARE URGED

Simplified Limitations and Judge's Discretion in Damage Cases Advocated at Law Ass'n Symposium

A re-examination of the Federal anti-trust laws was advocated here yesterday by Chauncey W. Reed, chairman of the House Judiciary Committee, in an address before an anti-trust symposium of the New York State Bar Association. While Reed did not mention the motion picture industry specifically, nor its involvement in numerous Sherman Act cases, his recommendations are of interest to the film business.

"Although the provision for mandatory treble damages is no doubt an effective deterrent to possible violators of the anti-trust laws," Reed said, "it may be an unreasonably harsh remedy in some cases of innocent violation."

Reed said that an experienced anti-trust lawyer indicated to the Judiciary Committee that "the harshness of the remedy may have led the court in some cases to adopt a very strict interpretation of the law and consequently to allow no recovery for the plaintiff." He added that "if the court had discretion in the case of an unintentional violation to allow only the recovery of actual damages, both of the harsh alternatives—either no

(*Continued on page 5*)

MGM Joins Rank On 3-Dimension Bandwagon in UK

By PETER BURNUP

LONDON, Feb. 19.—Following the disclosure by J. Arthur Rank that his organization has obtained "Bwana Devil" for three-dimensional theatre exhibition here, Metro-Goldwyn-Mayer discloses that its "Third Dimensional Murder" will be screened in its Leicester Square Empire Theatre in about four weeks. The process to be used is called Metroscopix. Technical details are not revealed but M-G-M's Sam Eckman, Jr., says that

(*Continued on page 3*)

Dunningcolor Has New 3-D Process

Hollywood, Feb. 19.—Dunningcolor Corp. next week will place a new three-dimensional process at the disposal of producers on terms not yet revealed.

The process, developed by Dunningcolor Laboratories over a several-year period, utilizes a single camera exposing two film strips, and produces a picture requiring audiences to wear polaroid viewers.

The company plans a demonstration for the trade, probably within a week or 10 days.

1,200 See Seven Receive Medals At 'Brotherhood' Fete

Seven leaders in the fields of communications, arts and sciences were honored here last night by the amusement industry in its participation in "Brotherhood Week," sponsored by the National Conference of Christians and Jews. At a banquet attended by 1,200 at the Hotel Waldorf-Astoria, Spyros P. Skouras, Walter D. Fuller, John Golden, William Randolph Hearst, Jr., Jack R. Howard, Danny Kaye and David Sarnoff were presented with gold medals from the NCCJ by attorney Louis Nizer. J. Robert Rubin, general counsel of the amusement division, accepted the award for Golden, who was not present because of illness.

Sol A. Schwartz, national chairman

(*Continued on page 4*)

$3,000,000 Trust Suit in Providence

PROVIDENCE, Feb. 19.—An anti-trust action was filed in U. S. District Court here by Elmwood Amusement Corp., operator of the Liberty Theatre, Providence, under the management of Milton and Edward Bomes, asking for damages of $3,000,000. The defendants are RKO Rhode Island Corp., operator of the Albee Theatre and former operator of the Victory, Providence; Loew's State Theatre, Ralph E. Snider & Associated Thea-

(*Continued on page 5*)

Senate Group Will Resume Industry Probe

Exhibitor Complainants Will Be Heard First

WASHINGTON, Feb. 19. — The Senate Small Business Committee disclosed today that it would hold extensive hearings on industry trade practices beginning in late March or early April.

Meeting in executive session today, the Committee agreed to accept the recommendation of its staff to hold the hearings. The Committee staff has been conducting a sporadic investigation into exhibitor complaints against distributors for the past several months.

Among those who will testify, a Committee spokesman said, will be

(*Continued on page 5*)

First Educational Program Is Set For Theatre Video

Seven theatres in New York and New Jersey will cooperate on Saturday, March 21 in presenting theatre television's first "off-hour" educational program, sponsored by the Technical Society's Council of New York.

The program, called the "First Greater New York Scientific and Engineering Career Conference," will be viewed by an estimated 20,000 high school students, John Kotrady, general chairman of the conference, disclosed here yesterday.

Sparking the negotiations for the deal was Irving Sulds of United Paramount Theatres and Leo Rosen

(*Continued on page 4*)

Grainger, Raftery Win Shea Dispute

Charges of fraud against Edmund C. Grainger and Edward C. Raftery in their trusteeship of the Maurice A. Shea Estate were flatly rejected in a report rendered yesterday to the Bronx Surrogate Court by referee John L. Flynn.

The report, climaxing months of hearings, stated in part: "I find here an administration of the estate and

(*Continued on page 5*)

Personal Mention

CHARLES BOASBERG, RKO Radio general sales manager, and WALTER BRANSON, assistant general sales manager, arrived here yesterday from New Orleans. They will leave over the weekend for Chicago, accompanied by SIDNEY KRAMER, short subjects sales manager, and HARRY GITTLESON, assistant to BRANSON.

•

IRVING ISAACS, president of Independent Exhibitors, Inc., of New England, and MRS. ISAACS announced in Boston the engagement of their daughter, DIANE, to THOMAS A. WEIL.

•

SAM FORGOTSON, in charge of the M-G-M advertising trade production department, will celebrate the Bar Mitzvah of his oldest son, JEFFREY, on Feb. 28.

•

DAVID GOLDING, advertising-publicity director for Samuel Goldwyn Productions, and MARTIN DAVIS, assistant director, will return to New York today from Washington.

•

HAROLD WIRTHWEIN, Allied Artists Western sales manager, and M. J. E. MCCARTHY, manager of the Los Angeles exchange, will leave Hollywood over the weekend for Phoenix, Ariz.

•

HARRY SEIPEL, formerly with Fox West Coast Theatres of Northern California and now an executive of Hoyts Theatres, Australia, is visiting in San Francisco for three months.

•

SEYMOUR MAYER, Loew's sales supervisor for the Far East, returned to New York yesterday from a six-week tour of his territory.

•

RICHARD W. ALTSCHULER, president of Republic Pictures International Corp., will leave here by plane today for a four-week tour of Europe.

•

JIMMY BOYLE, Universal exploiteer, will complete a five-week promotion stint in the Midwest on Sunday.

•

P. T. DANA, Universal Eastern sales manager, will leave here today for Albany, Buffalo and Pittsburgh.

•

ARTHUR CANTON, Eastern M-G-M press representative, has left Pittsburgh for Upstate New York.

Wakshul and Smith With Buying Service

PHILADELPHIA, Feb. 19. — Louis Wakshul is now in charge of the film payment department of Allied Buying and Booking Service here. Jack Smith, a veteran of independent theatre operation, is the new booker.

No Paper Monday

Motion Picture Daily **will not be published Monday, a legal holiday in observance of Washington's Birthday.**

Seek Out Audience Tastes Personally, Zukor Urges

HOLLYWOOD, Feb. 19.—Adolph Zukor, the honor guest at last night's meeting of the Motion Picture Industry Council, told the membership that all persons responsible for selecting subjects and making pictures should acquaint themselves personally with audience preferences by attending theatres in all sections of the country, in all size cities and towns, regularly. He pointed out many instances showing that preview-room judgment is seldom a dependable guide to public demand.

The Paramount board chairman also said the "next most important thing to making good pictures is good advertising," and urged that advertising methods be studied as closely as production techniques are.

Arthur Freed succeeded Steve Broidy as MPIC chairman for the next six months term. Broidy, William Thomas and Y. Frank Freeman were named to the Council of Motion Picture Organizations liaison committee.

Zukor Tribute Committee Grows

Top-level American industry will join in Variety Clubs' Golden Jubilee Dinner in tribute to Adolph Zukor on Wednesday, March 4, at the Waldorf-Astoria.

The following have become members of the honorary committee for the dinner:

Greg Blackton, director of Blackton-Fifth Avenue, Ltd.; James Wright Brown, president, *Editor & Publisher;* Douglas L. Elliman, president, Douglas Elliman & Co.; F. M. Flynn, president, *New York Daily News;* Bernard Gimbel, president, Gimbel Brothers; Albert M. Greenfield, president, Albert M. Greenfield & Co.; Stanton Griffis, industrialist and former United States Ambassador to Poland, Egypt, Spain and Argentina; H. H. Helm, president, Chemical Bank & Trust Co.

Also, William J. Keary, president, Empire State Building Corp.; Mac Kriendler, "21" Club; Mrs. Albert Lasker; J. Wilson Newman, president, Dun & Bradstreet; Joseph Pulvermacher, president, Sterling National Bank; William Rosenwald, industrialist; Toots Shor; Charles P. Sligh, Jr., president, National Association of Manufacturers; C. R. Smith, president, American Airlines, Inc.; Harold V. Smith, president, Home Insurance Co.; H. M. Taliaferro, president, American Seating Co.; Robert R. Young, president, Chesapeake and Ohio Railroad; Philip Liebmann, president, Liebmann Breweries; Grover A. Whalen, board chairman, Coty's; Whitelaw Reid, editor, *New York Herald Tribune;* Richard Prentice Ettinger, president, Prentice-Hall.

'Messalina' Rights to Col.

Columbia has acquired worldwide distribution rights to "The Affairs of Messalina," Mexican film starring Maria Felix, the company reports.

Veterans Oppose A Ban on 'Limelight'

The American Veterans Committee, of Brooklyn, Bedford Eastern Parkway chapter, yesterday urged exhibitors to resist the efforts of the American Legion to ban scheduled exhibitions of "Limelight."

In a letter to Allied States Association and to the Theatre Owners of America, the chapter termed the Legion's demands as "unwarranted" since the film itself was not objectionable.

AVC pointed out that any vocal pressure group could set itself up as censor and demand the removal of films because of personal dislike of one of its actors. Accordingly, the chapter urged theatre owners to "avoid this form of censorship and to have faith that the American people would support them in such a stand."

Legion Pickets "Limelight" At Washington Openings

WASHINGTON, Feb. 19. — Charles Chaplin's "Limelight" opened here today at the Plaza and Little Theatres and the American Legion promptly started picketing.

A spokesman for Roth Theatres, which owns both the Plaza and Little, said the management had no intention of ending the showing of the film, despite the picketing. He said the theatres had received many protests and threats but had also received as many or more messages applauding the decision to show the picture and urging the management not to give in to the Legion.

The *Washington Post* today again editorially attacked the Legion's stand, and urged that individuals be permitted to decide for themselves what pictures they wanted.

Name John Mitchell ABC Vice-President

John Mitchell has been elected a vice-president of the American Broadcasting Co. Mitchell has assumed supervision of WBKB, Channel No. 7, ABC television's owned video station in Chicago under the terms of the recent merger.

Mitchell first entered television in 1948 as general manager of the Balaban and Katz Corp. Channel No. 4 television station in Chicago.

$8,000,000 'Lucy' Deal

HOLLYWOOD, Feb. 19. — Columbia Broadcasting and Philip Morris and Co. have signed an $8,000,000 contract here with Lucille Ball and Desi Arnaz to continue their "I Love Lucy" television show through 1955. The figure is said to be the largest in TV history.

'Forbes' Cites the 'Insight' of Balaban

Paramount's president, Barney Balaban, wins the plaudits of *Forbes Magazine* for showing "a shrewd insight into the exhibitor's mind."

In a current article, the business and finance magazine's article says: "In essence, Paramount has developed the knack of taking good, solid talent and exploiting it in a universal fashion." The Paramount story runs over six pages.

Disney Launching New Shorts Series

"The Alaskan Eskimo" is the initial release in Walt Disney's new series of Technicolor featurettes titled "People and Places." It will be shown to newspaper, magazine, syndicate and trade press writers and executives in a series of screenings to be held at the Johnny Victor Theatre in the RCA Exhibition Hall here on the evenings of Feb. 25, 26 and 27. The short started its first engagement at Loew's State Theatre on Broadway Wednesday with Arch Obler's 3-D "Bwana Devil."

RKO Radio, distributors of Disney product, said there is to be no predetermined number of issues in the new series, nor will there be a set releasing schedule.

Orr Is Greenthal Coast Manager

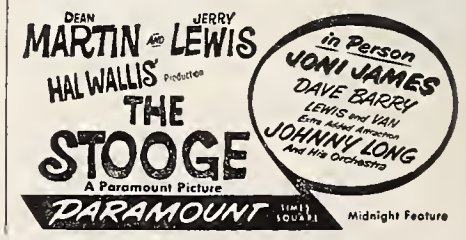
HOLLYWOOD, Feb. 19.—Montgomery Orr has been named manager and account supervisor of the West Coast office of Monroe Greenthal Co., Inc., the advertising agency discloses.

Orde to the Coast

Bert Orde of *Redbook* will leave here today for Hollywood to attend *Redbook's* 14th annual Silver Cup Award dinner, to be held on Wednesday at the Bel-Air Hotel. Orde will also visit with studio executives.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"Tonight We Sing"
Ezio PINZA • Roberta PETERS
Tamara TOUMANOVA • David WAYNE
Color by TECHNICOLOR
A 20th Century-Fox Picture
plus Spectacular STAGE PRESENTATION



MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

FP-C Installing NV 3-D in 10 Theatres

Toronto, Feb. 19.—Famous Players Canadian Corp. has jumped into the three dimensional arena here with the announcement that 10 of its key theatres across the country are being prepared for the early presentation of films in the Natural Vision process.

The first to be equipped in Toronto will be Shea's Theatre, where Warner Brothers' "House of Wax" will be shown after Lent.

Three dimensional installations at Odeon units are promised for the early future, the type said to be Stereo-Techniques.

M-G-M Joins Rank

(*Continued from page* 1)

his audience will be asked to use special spectacles during the show.

On his recent return here from the United States, Paramount's James E. Perkins remarked that, for the moment anyway, he didn't think that there was much to get excited about. Nevertheless, his company's Plaza is being equipped for 3-D shows.

Alexander Korda made a characteristic contribution to the flurry. Reflecting that Hollywood chiefs in their scramble to stake out stereoscopic claims see the development as the answer to TV, Sir Alexander said: "Of course it is not. TV's place is assured. You do not retort by 3-D or any other device like that. TV has taken the habit out of cinema going but a film will draw big audiences and take just as much money as ever when it is better entertainmen than TV can offer at home.

"I do not believe there is any point in rushing in and making every picture in three dimensions. Some films do not need it."

All the same, Showman Korda will not be left out of it. He plans making what he calls "Britain's first full-length feature film in three dimensions" around May.

Inevitably a crowd of energetic promoters have come over Britain's horizon with loudly pronounced claims to 3-D equipment ideas. The authorities do not propose being caught on the wrong foot as they were when sound arrived. The Board of Trade has already made it clear that there can be no question of dollars being made available for equipment purchases or royalty rights. In other words, 3-D equipment will be required to be made here or elsewhere in the sterling area.

CinemaScope Plans

(*Continued from page* 1)

ported here yesterday that work has started on the construction of a CinemaScope screen in its home office Little Theatre for press and industry showings of the wide-screen process.

Alterations are expected to be completed shortly for demonstrations, including scenes from "The Robe," first in the wide-screen process.

TV Line to New Britain

The Bell Telephone System's nationwide television network facilities have been extended to station WKNB-TV in New Britain, Conn.

3-D Orders, Installations Mounting Across Country

The avalanche of theatre installations for the showing of tri-dimensional pictures is continuing to sweep across the country, with orders mounting daily, according to equipment men. Although shortages of some pieces of necessary equipment are existing currently, a step-up in production of all parts is expected to keep up with the demand in the near future.

Contracts for 35 3-D installations in the Cleveland exchange area have been received by the National Theatre Supply Co. office, according to manager Frank Masek. Among them are seven for Shea circuit theatres in Ashtabula, New Philadelphia, Zanesville, Marietta, Cambridge, Lancaster and Newark. The Skirball circuit has placed orders for Massilon, Bryan, Mansfield and Toledo. Chris Velas has ordered equipment for Wheeling and Bellaire. Other orders have come from Cuyahoga Falls, Bedford, Toledo, Kenton, Canton, East Liverpool and Cleveland.

Five Openings

Warner Theatres has set five openings in March of "Bwana Devil" in Akron, Youngstown, Mansfield, Canton and Lima, while Loew's Valentine in Toledo opens with the picture on March 21.

In the Denver area, Fox Intermountain is surveying all of its "A" theatres for 3-D installations as well as making preparations for the introduction of CinemaScope. The circuit operates theatres in seven states.

Omaha fans will get their first look at tri-dimensional pictures on Sunday when the Stereo-Techniques program opens at R. D. Goldberg's State Theatre. The Tri-State circuit had hoped to open "Bwana Devil" at the Omaha late this month, but because of equipment delays the picture will not start until late March.

"Bwana Devil" bows on the Warner Connecticut circuit in mid-March, opening first at the Roger Sherman in New Haven on March 16, to be followed shortly thereafter by the Strand in Hartford and other key houses. Loew's Poli in Bridgeport currently is playing the Stereo-Techniques subjects and will open shortly in Loew houses in Waterbury and New Haven.

Children's Ticket Prices Increased

WASHINGTON, Feb. 19.—Children's admission prices in large cities rose in the last three months of 1952, while adult prices held steady, the U. S. Bureau of Labor Statistics reports.

The Bureau collects price data every three months in 18 large cities and weighs the information to reflect price trends in the 34 largest cities.

The children's price index rose from 149.4 at the end of September to 151.5 at the end of December. This was the highest since March, when the index was 152.5. The 1935-39 average was 100. The adult price index remained unchanged at 177.9. As a result of the rise in the children's price index, the combined adult-children price index rose from 174.1 at the end of the third quarter to 174.3 at the end of the year.

Eastern Pa. Allied To Discuss 3-D

PHILADELPHIA, Feb. 19.—A panel discussion on three-dimensional film problems will highlight Eastern Pennsylvania Allied's 15th annual meeting, slated to be held Tuesday at the Broadwood Hotel.

Representatives from 20th Century-Fox, National Theatre Supply and RCA will be on hand to lead the discussion. In addition, the Allied unit disclosed that the current film situation, including "the plague of pre-release pictures, and 50 per cent film rentals" will be taken up at the meeting.

Orville L. Wood Dies

PORTLAND, Ore., Feb. 19.—Orville L. Wood, owner and operator of the Roxy and Liberty Drive-in Theatres at Coquille, Ore., died Tuesday of a heart attack, at the age of 56.

Studios to Study 3-D Uniformity

Studio heads in Hollywood are planning to meet next week to formulate a basis upon which standardization of tri-dimensional film production may be achieved, it was learned here yesterday. Existing processes, it is understood, will be studied and completed and partially-completed product will be reviewed from the standpoint of 3-D quality.

3-D Magazines

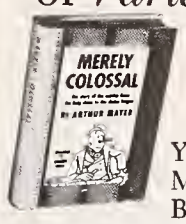
(*Continued from page* 1)

company will not accept orders if shipments are required prior to the March date.

The NTS managers were informed that the shortage in both magazines and screens are acute and are "getting worse." Currently, there is no shortage in interlocking devices.

Attending yesterday's sessions were Walter Green, president of NTS; W. J. Turnbull and John Currie, vice-presidents; Allen Smith, New York manager; William Hutchins, Philadelphia; W. J. McKinney; Boston; N. C. Haefle, Baltimore; Ralph Morrow, Albany and New Haven.

Groucho Marx, who ought to know, says that **ARTHUR MAYER'S** MERELY COLOSSAL is merely colossal. But Abel Green of *Variety*, who ought to know, says it's *truly* colossal.



You may remember Mayer. Not Louis B., not the old gray, but Arthur—the fellow who (1) used to run those horror films at the Rialto, (2) imported foreign films which actually grossed almost as much as they claimed to, and (3) did odd jobs for dear old Compo.

Now Mayer, masquerading as an author, tells all — or a little more than all: stories about hundreds of people you know including, perhaps, yourself.*

Get a copy quickly at your nearest bookstore. Mayer suggests that those of his friends who have never gone into a bookstore can get MERELY COLOSSAL hot off the griddle by sending $3.50 with their name and address to SIMON AND SCHUSTER, PUBLISHERS, Dept. M-1, 630 Fifth Avenue, New York 20.

*If your name is not in the index, complain direct to Arthur Mayer. He may put you in the next edition.

- *The New York Times* calls it "rambunctiously entertaining."
- *Motion Picture Daily* says it is "better entertainment for members of the industry than anything TV has to offer."
- According to *Film Daily*, it's a "must" for moviemen.
- *Variety* calls it "a refresher course in real showmanship."

'Brotherhood'

(*Continued from page* 1)

for the amusement division of the Brotherhood celebration, presided. Schwartz said that regional chairmen around the country have been sending him encouraging reports and this year's participation by the industry in Brotherhood Week should be one of the most successful in years.

Former vice-president Alben W. Barkley was one of the principal speakers. Barkley congratulated the amusement industry for the work it has done to help the NCCJ. He said theatres of the nation have always done an outstanding job when called upon for help for a worthy cause.

A highlight was the presentation of a dramatic tableaux, "The ABC's of Brotherhood," by Morton Sunshine. In the cast were Quentin Reynolds, John Cameron Swayze, Ben Grauer, Danny Kaye, Mel Allen, Bob Considine and Conrad Nagel. Margaret Phelan sang the "Star Spangled Banner." Musical numbers included "The House I Live In," by Jack Russell; "You've Got To Be Taught To Hate" by Bill Hayes, and "You'll Never Walk Alone" by the Billy Williams Quartet.

The need for the free world to create a moral empire in which brotherhood, freedom, and tolerance will form the main pillars of strength was underscored by Skouras, in accepting an achievement award.

Skouras declared that the people of the world are looking to America for spiritual leadership; and that "if we show them that our love of freedom and equality is actively practiced at home as well as abroad, they will respond quickly and decisively." This, Skouras counseled, is one of the most effective forces at our disposal, and one that must be utilized with as much care and prudence as any military weapon.

Canadian Pioneers Reelect Taylor

TORONTO, Feb. 19.—N. A. Taylor was reelected president of the Canadian Picture Pioneers at a meeting held here at the King Edward Hotel. Reelected to the board of directors were: Oscar Hanson, Ray Lewis, Charlie Dentelbeck, Harold Pfaff and Walter Kennedy. Chosen to serve on the board for the first time were: Tom Daley, Morris Doyle, Harry Lester, Frank O'Byrne and E. Wells.

Some 100 members were present at the annual meeting.

Investigator Long Quits Committee

WASHINGTON, Feb. 19.—Gillis W. Long, a member of the Senate Small Business Committee staff investigating trade practices in this and other industries, has resigned to enter private practice.

WANTED

Growing, progressive Drive-In theatre organization has wonderful opportunity for District Manager. Must be qualified in advertising, promotion, knowledge of buying and booking, maintenance, and personnel of Drive-In theatres. Should have concession experience. Position will require traveling. Write giving past employment and references. Enclose photo.

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Reviews

"Seminole"

(Universal-International)

THE efforts of an Army detachment to clean out Seminole Indians for their refusal to move West is the theme of this picture. The locale is the Florida Territory in 1835. It is a sort of cowboy-and-Indian formula, except that the "cowboys" in this case are soldiers, and the redskins are a tribe not common to action pictures. The Seminole dress differently from the whooping savages of the West, so familiar to the outdoor fans.

The color by Technicolor is excellent and a capable cast, including Rock Hudson, Anthony Quinn, Barbara Hale and Richard Carlson, make the most of their difficult assignments. There is plenty of action, some romance and a fair amount of suspense, but somewhere along the line the picture misses fire. Despite its weak points, however, "Seminole" has enough to satisfy the less-demanding audiences. Youngsters should like it.

Hudson portrays a young lieutenant assigned to Fort King where he finds himself in disagreement with the post commander, Carlson, who wants to liquidate the Seminoles. Hudson, a native of the territory, tries to convince Carlson that the Seminole are friendly and should be permitted to remain in their swamp country. The Indians' leader, Quinn, is half white and a boyhood friend of Hudson. An effort is made by Miss Hale, who operates a trading post, to arrange a peace meeting between Quinn and the military, but before it can take place open warfare has broken out. Eventually Hudson is accused of murdering a sentry and is sentenced to death, but is saved by the confession of an Indian.

The story and screenplay were by Charles K. Peck. Howard Christie produced and Budd Boetticher directed. Others in the cast are Hugh O'Brien, Russell Johnson, Lee Marvin, Ralph Moody, James Best, Dan Poore and Frank Chase.

Running time, 87 minutes. General audience classification. For March release.

AL STEEN

"The Girls of Pleasure Island"

(Paramount) *Hollywood, Feb. 19*

A WORLD WAR II episode concerning the responses of three unsophisticated British sisters to the arrival of 1,500 U. S. Marines on Paradise Island, of which the girls' father, Leo Genn, is the British administrator, provides the theme of this amusing picture. Three of the young people singled out by Paramount some time ago for training and promotion—Dorothy Bromley, Audrey Dalton and Joan Elan—pan out very well as the sister trio. Their work stands up nicely alongside that of such skilled performers as Elsa Lanchester, Don Taylor and Genn.

When the Marines land on the island to build an airstrip early in 1945, Genn is concerned over the welfare of his daughters and their wholesale courtship by the Leathernecks. It is that situation that keeps the picture rolling along at a pleasant clip until the Marines are called away for other duties.

The title may be misleading as the picture embodies a very proper island romance with color in Technicolor. Producer Paul Jones had a thorny undertaking in turning out the production, while F. Hugh Herbert and Alvin Ganzer, co-directors, did a capable job. The script by Herbert was based on a novel by William Maier.

Others in the cast are Philip Ober, Peter Baldwin, Gene Barry, Barry Bernard, A. E. Gould-Porter.

Running time, 95 minutes. General audience classification. For April release.

"Gunsmoke"

(Universal-International)

A LARGE scale Western that's packed with action and suspense. It has stampedes, fires, treachery, romance and, of course, much gunsmoke. With all of those ingredients, the picture can hardly miss in situations where such fare is a favorite diet. Audie Murphy heads the cast, ably supported by Susan Cabot, Paul Kelly, Donald Randolph, Mary Castle, and others.

The formula of an empire-builder seeking to acquire a valuable ranch by skullduggery is far from new, but the manner in which the familiar theme has been developed is convincing and exciting.

Audie Murphy is hired by Randolph to do away with Paul Kelly because Randolph has a covetous eye on the latter's ranch. But Murphy joins forces with Kelly when he wins the ranch in a card cut. The task of getting the cattle to the railroad falls to Murphy and therein lies the source of the action. Further complications develop when one of the ranch men becomes Murphy's rival for Miss Cabot's heart. But Murphy gets the cattle to their destination safely and wins the girl. Miss Castle, an entertainer, provides some vocal numbers and a touch of competition for Miss Cabot.

Aaron Rosenberg produced and Nathan Juran directed, from a screenplay by D. D. Beauchamp. Rounding out the cast are Charles Drake, Jack Kelly, Jesse White, William Reynolds, Chubby Johnson, Bill Radovich, James F. Stone, Jimmy Van Horn and Clem Fuller.

Running time, 79 minutes. General audience classification. For March release.

Censor Named Lt. Col.

BALTIMORE, Feb. 19.—Sydney R. Traub, chairman of the Maryland State Board of Motion Picture Censors since 1949, has been appointed a lieutenant-colonel in the U. S. Air Force Reserve. Traub, who served in the Air Force in both World Wars, left active duty in 1946 with the rank of lieutenant-colonel.

TV Program

(*Continued from page* 1)

of Fabian Theatres, it was learned. Participating in the one-hour show which will get underway at 10 A.M. will be the following theatres: New York Paramount, Lane, Manhattan; RKO Fordham, Bronx; Fabian's Fox, Brooklyn; Century Circuit's Marine, Brooklyn; Prospect, Flushing, and the Lee, at Fort Lee, N. J.

Dr. Henry T. Heald, chancellor of New York University, will present the welcoming address, which will be followed by talks by Dr. Lloyd Berkner, president of Associated Universities, and Dr. Charles Selzer, superintendent of schools in Dumont, N. J. A two-way audio hook-up will permit students seated in the theatres to ask questions and obtain answers from the speakers.

The entire program is part of the council's effort to build up the technical strength of the nation and help overcome the engineering and scientific manpower shortage, chairman Kotrady explained. The full cooperation of boards of education, science teachers, parochial school officials and university faculties in the area has been obtained, he added.

The telecast is being held in conjunction with workshop sessions on scientific careers which will be held on the same day, but later in the afternoon, at New York University's Washington Square campus.

Illinois Variety Club Honors Carpentier

CHICAGO, Feb. 19.—Charles F. Carpentier, Moline exhibitor and Illinois Secretary of State, was honored at a testimonial banquet in the Congress Hotel here last night by the Variety Club of Illinois. Master-of-ceremonies George Murphy who came in from Hollywood for the banquet introduced other prominent guests including William G. Stratton, Governor of Illinois; Albert Crampton, Chief Justice of Illinois Supreme Court, and other political dignitaries.

The 1953 panel of Variety Club officers was installed with John J. Jones taking office as chief barker. Other new officers and directors include Nat Nathanson, first assistant chief barker; James Coston, second assistant; Manny Gottlieb, dough guy; Manny Smerling, property master, and directors James Donohue, Tom Flannery, Max Rosenberg, Arthur Schoenstadt, Edwin Silverman and Dave Wallerstein. Ex-international chief barker Mark Wolf and the present international chief barker, Jack Beresin, also spoke to the 500 guests.

Israel Product to Cornell

J. Milton Salzburg, president of Cornell Films, announced the signing here of a contract with Zeev Kendler, president of Kenfilm Enterprises of Tel Aviv, Israel, to represent and distribute the product of Kenfilm here.

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Settle '49 Prefect Suit Vs. Majors

The settlement of a $1,200,000 trust suit against all of the majors except Paramount, filed by Prefect Theatres Inc., of Greenwich, Conn., was disclosed here yesterday at New York Federal District Court.

Prefect Theatres, operator of the Pickwick and the Greenwich Playhouse, in its 1949 suit also named as defendants, Skouras Theatres and Metropolitan Playhouses, Inc. Terms of the settlement were not disclosed.

Principals Rest in Bronx Trust Case

Both the plaintiffs and defendants rested their cases yesterday in the anti-trust suit brought by J. J. Theatres and Luxor Group, Inc., against 20th Century-Fox, Warner Brothers, RKO Radio, Universal and Skouras Theatres in Federal Court here. Judge Edward Weinfeld denied a motion by the defendants to dismiss the action and the case will go to the jury on Wednesday after a summation on Tuesday.

The plaintiffs asked for $3,000,000 for alleged favoritisms by the distributors in granting Skouras' Park Plaza Theatre in the Bronx first-run product over the Luxor Theatre.

$3,000,000 Suit

(*Continued from page* 1)

tres, operators of the Palace, Cranston, R. I., and the eight major distributors.

The complaint charges conspiracy, beginning prior to 1932 by the defendants to restrain and monopolize interstate trade by a system of runs, clearances and admission prices in and near Providence, as a result of which the plaintiff is said to have been denied the right to obtain features within a reasonable time after territorial release date, and was compelled to wait for varying periods of from 55 to 100 days after first-run in Providence. It also charges admission price fixing, block booking, blind buying, and various alleged discriminations against the plaintiff in favor of the defendants. The action was filed by George S. Ryan of Boston and by Fergus J. McOsker, E. Harold Dick and Joseph B. Carty of Providence, as attorneys for the plaintiff.

Robinson Heads EK Savings Association

ROCHESTER, N. Y., Feb. 19.—Archbold H. Robinson, treasurer of Eastman Kodak, is the new president of the Eastman Savings and Loan Association, succeeding Marion B. Folsom, now U. S. Undersecretary of the Treasury in Washington.

Craig P. Cochrane, director of Kodak industrial relations, has been elected vice-president of ESL and was also named chairman of its executive committee, formerly headed by Robinson. Douglas H. Foxall, who has been executive vice-president of ESL, was appointed assistant to the treasurer of Kodak, and James G. Killip, assistant vice-president of ESL, will become managing officer of the Association. J. Donald Fewster, Kodak assistant treasurer, is named a director of the Association and a member of the executive committee.

Trust Law

(*Continued from page* 1)

recovery at all, or else a treble damage recovery—could be avoided in such cases."

The film industry long has favored this application of the law, believing that the question of triple damages should be left to the discretion of the judge. The film business, also, it is pointed out by company lawyers, believes that the matter of statute of limitations is an unfair facet of the law. In this regard, Reed said yesterday:

"One aspect of anti-trust procedure which probably can be simplified is the matter of limitations in private actions. Instead of having 48 different state statutes of limitations apply to this Federal remedy, it would seem to be sound policy to settle upon the most equitable period and make that period applicable uniformly throughout the country. A Federal statute of limitations would eliminate the frequent dispute over what statute is applicable in a particular case, and also discourage the possible practice of shopping around for a forum with a particularly favorable statute. A bill to accomplish this end has already been introduced in the 83rd Congress by a member of our committee."

Reed told the symposium that the committee welcomes suggestions for "improvements" in the anti-trust laws.

Grainger, Raftery

(*Continued from page* 1)

the Shea Companies without a trace of fraud or constructive fraud by the executors. Rather it is one marked by care and prudence and crowned with exceptional success."

Rejected by the referee were charges brought by Dorothy Shea, wife of Gerald Shea, president of Shea Enterprises, and daughter of the late M. A. Shea, founder of the Eastern circuit. Grainger, former general manager and president of Shea Enterprises, Raftery of the law firm of O'Brien, Driscoll & Raftery, and Thomas E. Shea were named as the sole surviving trustees of the estate.

The action in the Bronx Surrogate Court was disclosed in Jan., 1952 following Grainger's dismissal as general manager of the circuit in what was described as an aftermath to a dispute over terms of his employment contract. Grainger, who is now head buyer and booker of RKO Theatres, still has a suit pending against the Shea circuit in New York Supreme Court, calling for arbitration of his contract dispute. Litigation in this suit, it was explained, will be held up pending findings of the Bronx Surrogate Court, which will consider the referee's report.

Sen. Carlson Lauds Samuel Goldwyn

WASHINGTON, Feb. 19.— Producer Samuel Goldwyn's life story was pointed up here as a typical example of the American way of life by Senator Frank Carlson (Rep., Kan.) who inserted his remarks into the *Congressional Record* on the dual occasion of the producer's 40th year in the motion picture industry and the benefit performance of his "Hans Christian Andersen," sponsored by the American Newspaper Women's Club, tonight at the Warner Metropolitan Theatre.

225,100 Own Stock In 16 Film Firms

Sixteen companies in the motion picture industry which have stock outstanding on the public market have 225,100 common or preferred shareholders, according to a survey by *Motion Picture Herald.* Following is a list of the companies and their total stockholders; the figures were either supplied by the company itself or were published in the latest edition of *Standard & Poor's:*

Allied Artists	2,100
Columbia Pictures	3,300
Disney Productions	1,200
Loew's	37,800
National Theatres	24,500
Paramount Pictures	24,000
Republic Pictures	9,000
RKO Pictures	16,000
RKO Theatres	21,000
Technicolor	6,900
Trans-Lux	2,900
Twentieth Century-Fox	24,500
United Artists Theatres	800
United Paramount Theatres	26,800
Universal Pictures	3,300
Warner Brothers	21,000
TOTAL	225,100

Int'l Drive-in

(*Continued from page* 1)

pendent association, Ezell explained.

Meanwhile, it was disclosed that Al Reynolds, vice-president and general manager of Ezell and Associates, will attend the Allied drive-in meeting in Milwaukee, March 24-26.

Senate Group

(*Continued from page* 1)

Justice Department and Federal Trade Commission officials.

The Committee estimated that the hearings would take about two weeks, and that some 80 to 100 witnesses would be heard. "In the past, on matters of this scope," one Committee official said today, "we've usually run around 100 witnesses."

The tentative hearing schedule calls for putting on the stand first as many as possible of the exhibitors who wish to testify.

After the Committee has a rounded picture of what the exhibitor problems are, a Committee member said, the group will hear distributors and probably some producers. They will be followed by spokesmen from the FTC and from the Justice Department's anti-trust division.

Committee investigators will do "considerable work" before the hearing throughout the East, a staff member said, centering in Chicago, Michigan, New York State and the District of Columbia area. The bulk of exhibitor complaints have come from these sections, he said. Most of the investigation done to date has been on the West Coast, and Committee investigators expect to return there.

Ministers Back Censors

COLUMBUS, O., Feb. 19.—Continuance of the present statewide film censorship was asked in a resolution approved by 1,300 Protestant clergymen attending the Ohio Pastors convention here.

CORRECTION NOTICE

THE

PARAMOUNT TRADE SHOWING

OF

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FEBRUARY 25

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FIRST IN FILM NEWS

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VOL. 73. NO. 36 NEW YORK, U.S.A., TUESDAY, FEBRUARY 24, 1953 TEN CENTS

Rep. Urges No TV Grants for Film Interests

Says Radio, Newspapers Should Also Be Denied

WASHINGTON, Feb. 23. — Rep. Springer (R., Ill.) of the House Interstate Commerce Committee urged the Federal Communications Commission at the weekend to follow a policy of denying television licenses to applicants from the motion picture, radio broadcasting and newspaper industries.

The Congressman's remarks were made to FCC chairman Paul A. Walker, who spent a full day on the stand as part of the committee's routine review of the FCC.

Asking whether the FCC had given much thought so far to the question of denying licenses to the three media, Rep. Springer said he thought that those industries were in competition

(*Continued on page 5*)

De Laurentis Plans First Italian 3-D

Italian producer Dino De Laurentis will utilize a tri-dimensional process for the production of "The Odyssey of Ulysses," which, he asserts, will be the first 3-D film to be made in Italy. De Laurentis, who went to Hollywood about 10 days ago to sign talent, told a trade press conference here that he found such an "upheaval" over three dimension pictures on the Coast that he decided to make "The Odyssey" in both 3-D and standard versions. The

(*Continued on page 5*)

RCA Offers 3-D Conversion Kit

CAMDEN, N. J., Feb. 23.—A packaged "3-Dimension Kit" claimed to permit speedy conversion of projection equipment for showing of three-dimensional films was disclosed by the theatre equipment section of RCA.

Included in RCA's package are two

(*Continued on page 5*)

Amend Jackson Park Decree in Chicago

Chicago, Feb. 23.—The Jackson Park decree was amended at the weekend by Federal Judge Michael L. Igoe of the Federal District Court here in accordance with an opinion handed down by the United States Appeals Court for the Seventh Federal District last December, relieving Balaban and Katz and other "affiliated" theatres here (except those on the South Side) from the ruling prohibiting them from double featuring ahead of the Jackson Park. The amendment also establishes 10 days clearance before first subsequent run for pictures playing first Chicago runs of a week or less.

17 Films from MGM In Next 4 Months

M-G-M will have 17 pictures for general release during February, March, April and May, with "Sombrero" as its Easter attraction, Charles M. Reagan, general sales manager, discloses.

Heading the list of February re-

(*Continued on page 5*)

Fabian Tops Slate Of New Warner Theatre Officers

WASHINGTON, Feb. 23.—S. H. Fabian will be president and Samuel Rosen will be vice-president and treasurer of the new Stanley Warner Theatre Corp., the Securities and Exchange Commission was informed.



S. H. Fabian

Fabian and Rosen, in addition to three other officers, will assume their posts following the consummation of the deal under which Fabian, president of Fabian Enterprises, and Rosen, his associate, will purchase the 27 per cent controlling interest of Brothers Warner in the new theatre company. The conclusion of the deal is expected to take place during the first week of March.

Under the reorganization plan, adopted to conform with the Warner Brothers consent decree, the other officers will be: David G. Baird, chair-

(*Continued on page 5*)

Majors Facing Barrage of 7 NY Trust Suits

Raybond Preparing Six After Filing Initial Suit

One of the heaviest barrages of litigation ever to be fired at the major companies by independent exhibition interests in this area over trade practices is in the offing.

It is understood that Raybond Theatres, operating 15 houses in and around New York, is preparing six anti-trust actions against the distributors. Seven cases are involved, the first of which was filed in Federal District Court here last week when the Normandie Amusement Corp., a Raybond unit, entered a $1,200,000 suit against the major companies.

The Normandie case attacks the

(*Continued on page 5*)

Allied Puts Lid on Arbitration Talks

Allied has clamped a lid on all further discussions on the association's stand on arbitration, at least until the board of directors authorizes such action. Wilbur Snaper, Allied president, in a press statement, said that no time or place had been set for the proposed meeting between the Theatre Owners of America and Allied on industry problems.

Snaper said he was making the

(*Continued on page 5*)

E. Penna. Allied to Elect Governors

PHILADELPHIA, Feb. 23.—A board of governors of Eastern Pennsylvania Allied will be elected here tomorrow when the exhibitor unit holds its annual meeting at the Broadwood Hotel.

The nominating committee has submitted the following names:

For three-year terms from Phila-

(*Continued on page 5*)

LeRoy Proposes Public Be Polled on Product, Talent

HOLLYWOOD, Feb. 23.—An annual poll of theatre-goers to determine the "best" talent, pictures and processes of the year, conducted by Hollywood in cooperation with exhibitors of America, instead of the Academy "Oscar" selections made only by industry people, is proposed by Mervyn LeRoy, veteran motion picture director.



Mervyn LeRoy

"Results will be more representative," LeRoy said, "and the general goodwill and publicity resulting from such a national poll would well be worth whatever money, time and effort Hollywood and exhibitors put into the project.

"Many exhibitors have pointed out that Hollywood's Oscar selections are not those of the public. In fact, some showmen flatly maintain that Oscar-winning pictures do uniformly mediocre business at the box-office."

The director quoted an extensive survey conducted recently by the 82 theatres of the Fox-Intermountain circuit among 50,000 film-goers in seven states as "a straw in the wind" and predicted that before long other circuits and theatres, led by Hollywood, will join to make such selections national in scope.

The director considers that the Fox-

(*Continued on page 5*)

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Personal Mention

OSCAR A. DOOB, Loew's Theatres executive, returned to New York from a Palm Beach vacation yesterday.

•

MORT SPRING, Loew's International first vice-president, has returned here, after a stopoff on the Coast, from a six-week Far East trip. He was accompanied by his wife.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, is in Oklahoma City today to address a convention of the Allied Theatre Owners of Oklahoma.

•

ROBERT L. LIPPERT, JR., son of the head of Lippert Pictures, announces the birth of a second child, a daughter, STACEY ELLEN, to MRS. LIPPERT in Hollywood on Wednesday.

•

TEDDY GELBER, now with the San Francisco branch of 20th Century-Fox, will resign March 1 to take over the management of GUY MEEK's new Studio Drive-in at San Mateo, Cal..

•

EDMUND GRAINGER, RKO Radio producer, will address the Los Angeles American Legion Club today on the subject "3-D and Americanism."

•

H. M. RICHEY, M-G-M exhibitor relations head, will attend the Oklahoma Allied convention in Oklahoma City tomorrow.

•

CHARLES B. MOSS, executive director of the B. S. Moss Corp., has returned to New York from a three-week business trip in California.

•

HARRY GLICHMAN, formerly associated with the late CARL LAEMMLE of Universal, has started Gay Films in Jacksonville, Fla.

•

PAUL WILSON, assistant Southern division manager of 20th Century-Fox, has returned to Atlanta from Florida.

•

JACK GALLOWAY, formerly sales representative for Lippert Pictures, was appointed Columbia representative in Jacksonville.

•

CHARLES P. SKOURAS, president of National Theatres, left here at the weekend for the Coast.

•

IRVING ASHER, Paramount producer, arrived in New York over the weekend from Ceylon.

Johnston on Cancer Unit

Eris Johnston, president of the Motion Picture Association of America, is a member of the honorary committee heading the dinner to be held by the Radio-Newsreel-TV Working Press Association on May 27 in behalf of the Damon Runyon Fund for Cancer Research at which winners of the Association's "Mike and Screen" awards will be announced.

Wyoming Bill Would Restrict Drive-ins

Washington, Feb. 23.—A bill has been introduced in the Wyoming state legislature to bar drive-in theatres if they are built within one mile of any incorporated city or town, according to Jack Bryson, legislative representative of the Motion Picture Association of America.

Bryson says this is the first bill introduced in any state legislature so far this year about which the industry need concern itself.

RKO Radio Chicago Meeting Today

CHICAGO, Feb. 23.—The fourth in a Coast-to-Coast series of meetings in preparation of RKO Pictures' forthcoming "25th Anniversary Drive," March 6-June 25, will get under way tomorrow with the arrival here from New York of Charles Boasberg, general manager, and Walter Branson, assistant general sales manager.

Also present from the home office will be Sidney Kramer, short subjects sales manager, and Harry Gittleson, Branson's assistant. Field sales representatives will include Herbert Greenblatt, Midwestern district manager, and branch managers Sam Gorelick, Chicago; Lou Elman, Milwaukee; Fay Dressell, Minneapolis; Ray Nolan, St. Louis; Sherm Fitch, Sioux Falls, and Seymour Borde, Chicago sales manager.

9 N. Y. Circuits in Para. Promotion

Nine theatre circuits in the New York Metropolitan area are cooperating in a "first-night" promotion plan to be held in conjunction with the opening of Paramount's "The Stars Are Singing" on March 10 at the Astor Theatre.

The circuits, representing 60 neighborhood theatres, will make it possible for a total of 600 of their patrons to attend the Astor premiere by holding a contest in local theatres. The cooperating circuits are: Randforce, Interboro, J. J. Theatres, Island Circuit, Endicott Circuit, Lane Circuit, Fabian Theatres, Warner Theatres and United Paramount Theatres.

Companies to Join Berlin Festival

Participation by American film companies in the third annual international film festival in Berlin was confirmed by Eric Johnston president of the Motion Picture Association of America. Johnston informed A. Bauer, head of the Berlin festival, that U.S. companies would join the event on a company-by-company basis and not as an all-industry affair. The festival will be held June 18-28.

Mass. Law Would Censor Imports Before Exhibition

BOSTON, Feb. 23.—Newly-introduced House Bill No. 2070 seeks to have the Department of Public Safety be authorized to approve all films imported from foreign countries before exhibition in Massachusetts. The bill was petitioned by John P. McMorrow. Opponents include Ray Feeley, executive secretary of the Independent Exhibitors, Inc., the New England unit of national Allied, and Frank Lydon, executive secretary of Allied of New England.

They state that it is unconstitutional to regulate interstate commerce and that the bill was so ambiguous that it set no standards by which the Commissioner nor the Department of Public Safety could make operative the proposed legislation. They cited the recent opinion handed down by the Supreme Court that it is illegal to ban a film before it has been exhibited.

Police End Bank Nights in Memphis

MEMPHIS, Feb. 23.—Memphis Theatres operating "Bank Night" have been ordered by police to discontinue them immediately.

This action follows a decision last October by city officials declaring that giveaways as then operated were legal.

Chief of Police Reeves ordered theatres to discontinue the cash drawings and said the move was based on "numerous complaints" that theater employes have been making house-to-house calls inviting individuals to register for the jackpots.

The "Bank Nights" have been conducted by theaters owned by M. A. Lichtman, Sr., and J. A. West.

Anyone who registered was eligible to be a winner as the "Bank Nights" have been operated in Memphis. The winner could be inside or outside the theater when his or her name was called, but must answer "present" within a minute or two after the name was announced.

Owen to Boston For Para. Meet

Hugh Owen, Paramount's Eastern and Southern division manager, will leave here today for Boston where he will conduct the second of a series of nine branch meetings on new product.

Other meetings will be held later in Charlotte, Jacksonville, New Orleans, Buffalo Albany New Haven and New York.

Top Dollars for 'Confess'

Alfred Hitchcock's "I Confess," Warner Brothers, is said to have set an all-time high in each of its three pre-release engagements in Canada. In Quebec, where the picture had a dual theatre world premiere, the Capitol recorded $12,245 and the Cartier, $5,-456, for eight days at both houses. At the Palace, Montreal, it grossed $20,-646 for the first week.

Silver City Film Under House Fire

Washington, Feb. 23.—Rep. Donald Jackson, California Republican, said he will take the House floor tomorrow to discuss the film now being produced at Silver City, New Mexico, largely by persons who have been under attack as Communists or Communist sympathizers.

Jackson pointed out that the film and its production have been condemned by the motion picture industry and studio unions. Jackson is a member of the House Un-American Activities Committee. Many of the people connected with the Silver City production were uncooperative witnesses before the House Committee.

To Screen 'Zukor Story' at Dinner

"The Adolph Zukor Story," a film featurette produced by A. J. Richard, editor of Paramount News, will be the key entertainment feature of the Adolph Zukor Golden Jubilee dinner to be held here on March 4.

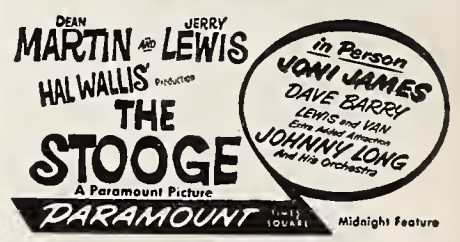
Announcement of the first public showing of the featurette was made by Harry Brandt, chairman of the Golden Jubilee dinner committee, and Robert J. O'Donnell, international chairman of Variety Clubs International's year-long series of nationwide tributes. It was produced with the assistance of Russell Holman, Eastern production head of Paramount.

Yorke Short to Columbia

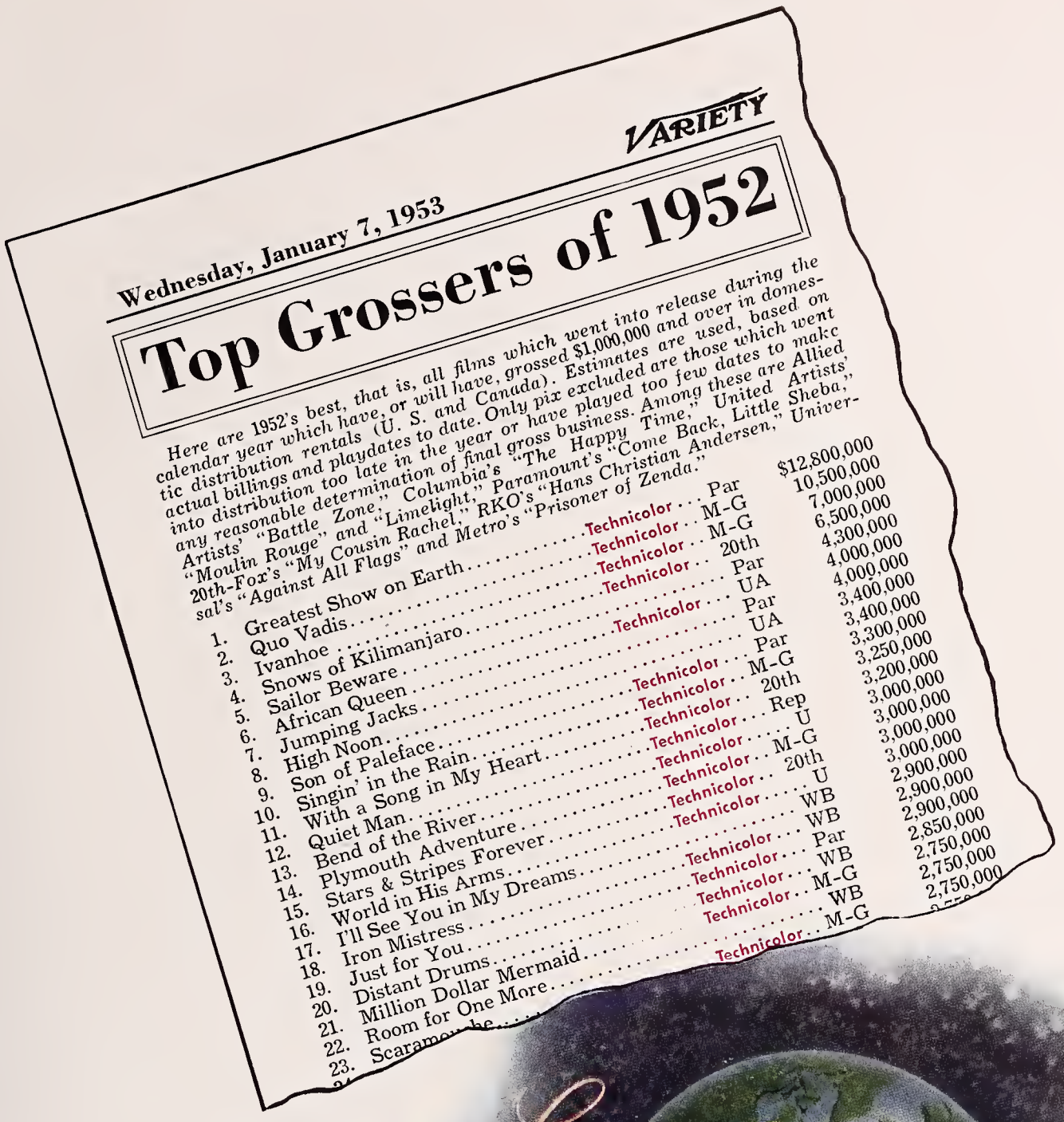
Columbia will release Emerson Yorke's one-reel sport film dealing with *American Legion* junior baseball, "Legion at Bat." The film, which Yorke produced and directed, will be released in late March or early April, backed by a joint Columbia-American Legion promotion campaign.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"Tonight We Sing"
Ezio PINZA • Roberta PETERS
Tamara TOUMANOVA • David WAYNE
Color by TECHNICOLOR
A 20th Century-Fox Picture
plus Spectacular STAGE PRESENTATION



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VARIETY

Wednesday, January 7, 1953

Top Grossers of 1952

Here are 1952's best, that is, all films which went into release during the calendar year which have, or will have, grossed $1,000,000 and over in domestic distribution rentals (U. S. and Canada). Estimates are used, based on actual billings and playdates to date. Only pix excluded are those which went into distribution too late in the year or have played too few dates to make any reasonable determination of final gross business. Among these are Allied Artists' "Moulin Rouge" and "Limelight," Paramount's "The Happy Time," United Artists' "Battle Zone," 20th-Fox's "My Cousin Rachel," RKO's "Hans Christian Andersen," Universal's "Against All Flags" and Metro's "Prisoner of Zenda."

1.	Greatest Show on Earth	Technicolor	Par	$12,800,000
2.	Quo Vadis	Technicolor	M-G	10,500,000
3.	Ivanhoe	Technicolor	M-G	7,000,000
4.	Snows of Kilimanjaro	Technicolor	20th	6,500,000
5.	Sailor Beware	Technicolor	Par	4,300,000
6.	African Queen		UA	4,000,000
7.	Jumping Jacks	Technicolor	Par	4,000,000
8.	High Noon		UA	3,400,000
9.	Son of Paleface	Technicolor	Par	3,400,000
10.	Singin' in the Rain	Technicolor	M-G	3,300,000
11.	With a Song in My Heart	Technicolor	20th	3,250,000
12.	Quiet Man	Technicolor	Rep	3,200,000
13.	Bend of the River	Technicolor	U	3,000,000
14.	Plymouth Adventure	Technicolor	M-G	3,000,000
15.	Stars & Stripes Forever	Technicolor	20th	3,000,000
16.	World in His Arms	Technicolor	U	2,900,000
17.	I'll See You in My Dreams	Technicolor	WB	2,900,000
18.	Iron Mistress		WB	2,900,000
19.	Just for You	Technicolor	Par	2,850,000
20.	Distant Drums	Technicolor	WB	2,750,000
21.	Million Dollar Mermaid	Technicolor	M-G	2,750,000
22.	Room for One More	Technicolor	WB	2,750,000
23.	Scaramouche	Technicolor	M-G	

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Television--Radio

with Pinky Herman

COMES Friday Night and NBC will start a special back-to-back, 'you come to my house (program) and I'll go to yours,' which will run on through April 4. Specifically, George Jessel will be Roastmaster Friday at the Friars' special Frolic honoring Bob Hope's 15th anniversary as an NBComic. The following day, Bob will undoubtedly get back at Jessel when he makes a guest appearance on George's "All-Star Revue." Then, to even things up, Jessel will return the compliment and joust with Hope on the latter's "Colgate Comedy Hour" stint. Two weeks later, March 15, Jessel will visit Eddie Cantor's "Colgate Comedy Hour" turn with Eddie set to guestar on Jessel's "All-Star Revue" on April 4. (simple, eh, what?)

☆ ☆ ☆

Norman Siegel, former radio editor of the Cleveland Plain Dealer, who later went to Hollywood for a post with Paramount Pictures, has been named director of publicity and promotion for CBS-TV on the Coast. Congrats are in order to all concerned. . . . Victorecording star Elton Britt starts a new WOR-MBSeries of songfests tonight. The five times a week program will be heard at 10:15 to 10:30 P.M. and will alternate as local and network, but, starting April 8, entire show goes network. . . . Al Helfer and Dizzy Dean will give the play-by-play and color sportscasts for Mutual's baseball series, "Game of the Day," which starts March 30. Falstaff Brewing Co. will pick up the tab. . . .

☆ ☆ ☆

Bill Harrington, former "Hit Parade" NBChirper and currently star of his own daily across-the-board noon series over WNEW, has the inside track to star on a new TVariety network show . . . lad has sooo much talent. . . . The Screen Actors Guild strike (TV film commercials) which has been in effect since Dec. 1, last, will be over by March 2. Film Producers Ass'n. of N. Y. has approved the new pact which includes eight new amendments, likewise okayed by the board of directors of the Screen Actors Guild and respective Guild general membership meetings in N. Y., Detroit, Chicago and Hollywood are scheduled for ratification. . . . The latest Nielson shows Dave Garroway's "Today" reaching an all-time high of 6.1. Based on this figure, this early morning NBC show is TViewed by about 2,000,000 'get-up-and-go-to-workers.' (who—Me?). . . . Barbara Britton has leased Ilona Massey's home in Laurel Canyon. Incidentally their forthcoming 'The Jade Dragon' ("Mr. & Mrs. North" series) will feature an all-Chinese supporting cast. . . . Fred Van deVanter's entertaining quiz program, "20 Questions," MBStarts its 8th year. . . .



Bill Harrington

☆ ☆ ☆

The March issue of Woman's Home Companion will profile Gracie Allen. . . . Next Wednesnite's "Kraft Television Theatre" presentation will be "My Brother's Keeper," written by former radiolite George Roy Hill, currently a captain in the U. S. Marines Corps, and stationed at Edenton, N. C. On leave, Capt. Hill will play one of the leads. . . . Arnold Shaw's tome, "The Money Song" (Random House) is easily one of the most-absorbing tales of Tune Pan Alley ever penned. Here is blank verse in a setting where the 'Chorus' reverberates with the discordant music of 'the Street of Ragged rhythms and songwriters to match.' Arnold Shaw lived what he wrote. . . . Harve Foster, producer-director of the Bing Crosby Enterprises series, "Crown Theatre," hostessed by Gloria Swanson, is having La Swanson photographed in her Fifth Avenue apartment among her souvenirs, collections and objets d'Art. Replicas of the setting will be reproduced and used at the studios in Hollywood where the next six films will be shot. CBS-TV Film Sales distributes the program. . . . The zany bit which the Ritz Freres introduced Sunday on the "NBColgate Comedy Hour" was cleffed by Sid Kuller, Snag Werris and Maestro Al Goodman. . . . Credit a 'first' for WATV (Channel 13.) newscaster Richard Thomas. He uses no script at all during his "Trends in the News" programs, relying solely on the Dr. Bruno Furst Memory Training System, which he mastered. . . .

☆ ☆ ☆

LOTSA DOTS . . . Yul Brynner will make his initial dramatic appearance March 8 when he stars as 'Francois Villon' in the adaptation of R. L. Stevenson's "A Lodging For The Night" sequence in CBS' "Omnibus."

Reviews

"Sombrero"

(Metro-Goldwyn-Mayer)

FOR the millions of people who flock to theatres seeking escape, who want to be lushly entertained by songs and dances, love and passion, humour and a dab of adversity, "Sombrero" should be their film fare. In those terms, this film overcomes its weaknesses in plot and credible characterization.

Served on a platter of color by Technicolor, the audience is offered a 103-minute fiesta, starring Ricardo Montalban, Pier Angeli, Vittorio Gassman and Yvonne de Carlo. Featured are a lively feud between the townspeople of two Mexican villages, the love affairs of the principal characters, a gory bull fight, an exciting dance by Jose Greco and much horse-play. "Sombrero," with the exploitation accent on its strong points, should do lively business.

The story outline finds Montalban, as a carefree, fun-loving Mexican named Pepe Gonzales, in love with a girl from the neighboring village, Pier Angeli. Overcoming the feud that separates their union forms one of the humorous highlights of the film. Another young man of Montalban's village, Vittorio Gassman, a man of noble stock, finds himself in love with a humble girl, Yvonne de Carlo. Out of regard to his heritage and impending death from an incurable disease, the latter union ends in tragedy. The most appealing couple is Rick Jasom, the gentle lover, and Cyd Charisse, the sister of bullfighter Jose Greco. The trio of lovers form the web of the story, which, if one does not search too deeply, is satisfying.

Jack Cummings produced, while Norman Foster directed, from a screenplay by Josefine Niggli and Norman Foster, based on the novel, "A Mexican Village," by Miss Niggli. Others in the cast include Nina Foch, Kurt Kasznar, Walter Hampden, Thomas Gomes, John Abbott and Andres Soler.

Running time, 103 minutes. General audience classification. Release date, April 3.

MURRAY HOROWITZ

"Marshal of Cedar Rock"

(Republic)

FROM THIS LATEST Alan (Rocky) Lane production, outdoor action enthusiasts should receive a sufficient amount of riding, shooting and fighting as Rocky beats off the threats of the outlaws in his usual effective style. Following the conventional story lines, Lane proves faster on the draw than any of the lawbreakers and also proves that one good marshal is worth more than a number of outlaws in a fight to the finish.

As the film opens, Bill Henry is climbing over prison walls to freedom. In the background, Rocky, a U. S. Marshal, watches and follows the escaping convict in the hope that Henry will either clear himself or lead the law to stolen bank money. Henry returns to the scene of the crime and accuses the banker of the theft. Rocky watches this scene and attempts to arrest Henry for his own good.

Rocky's worries mount when Henry again escapes. As the story unwinds the banker schemes to make a tremendous profit on land sales to the railroad. Eddy Waller, head of the ranchers' association and his niece, Phyllis Coates, are almost fooled by the smooth-talking propositions, but Rocky comes through with the necessary evidence. After a chase or two and a couple of convincing slug-fests, the heavies are subdued and Henry is free to court Miss Coates.

Waller, Henry, Miss Coates and Roy Barcroft are competent in support of Lane who gives his usual steady performance. Black Jack, Rocky's horse, and the scenery take back seats in this Rudy Ralston production directed by Harry Keller. Others in the cast are Robert Shayne, John Crawford, John Hamilton, Kenneth MacDonald and Herbert Lytton.

Running time, 54 minutes. General audience classification. February release.

"The Tall Texan"

(Lippert) *Hollywood, Feb. 23*

MAN'S GREED FOR GOLD is dramatized in this picture. The sure-fire theme which time and again has been featured in Westerns takes on a different twist in "The Tall Texan," lending added entertainment ingredients to the production. The rules of plausibility rather than tradition have been followed in the story written by Samuel Roeca.

Lloyd Bridges plays the tall Texan named in the title, and mighty impressively, too. Strong alongside Bridges is Lee J. Cobb, a powerful contender for the favor of Marie Windsor, the only woman in the cast. Luther Adler, Samuel Herrick, and Syd Saylor are the other members of the group engaged in the quest for gold. Performances are competent and well balanced, one against the other.

Roeca's story has Bridges, a handcuffed prisonor, Cobb, a renegade ship captain, Adler, an unprincipled trader, Herrick, a weakling sheriff, and Miss Windsor, a woman of the frontier whose husband is killed in the opening sequence, making their way across the Texas wastes to Indian country where a friendly tribe permits them to pan for gold on condition they do not trespass on Indian burial grounds. Adler finally does so, however, and before the consequences are completed all are dead but Bridges and Miss Windsor. Production is by T. F. Woods and Robert L. Lippert, Jr., with direction by Elmo Williams.

Running time, 84 minutes. General audience classification. Release date, Feb. 13.

Brandt Enos on His Own

Brandt Enos has announced his resignation as business manager of Transfilm, Inc. here to form a management consultant firm specializing in both theatrical and TV motion pictures, to be known as Brandt Enos Associates.

7 Trust Suits

(Continued from page 1)

Loew's-RKO Theatres product split in neighborhood runs. The plaintiff charges that the distributors suppress and destroy competition by dividing pictures and allocating them only to Loew's and RKO houses on first neighborhood run, thereby "destroying the ability of other exhibitors" to negotiate for licenses. It is claimed that the "huge purchasing power" of the two circuits compels the so-called "Big Eight" to refuse service to the independent operators.

The plaintiff claims that there is "no substantial competition between the Normandie and other theatres operated on first neighborhood run by Loew's and RKO and that the Normandie has been forced to play in accordance with a "fixed design and pattern" as dictated by the defendants. The court is asked to grant an injunction restraining the defendants from refusing first neighborhood run to the Normandie.

Lee Theatre, Ft. Lee, Files Anti-Trust Case

An antitrust action seeking an injunction to force Loew's to grant day-and-date runs to the Lee Theatre, Fort Lee, N. J., with Skouras' Fox in Hackensack has been filed in Federal District Court here. The plaintiff claims that when the house opened in 1952, it was assured of the same Hackensack run, but that the distributors have fixed a clearance between the two towns, despite the fact that the clearance was not requested by the Fox.

RCA Offers '3-D'

(Continued from page 1)

Selsyn interlocking motors; a mounting plate; a silent chain and two sprockets to couple the motors, and special screws for attaching the sprockets to the motor shafts.

Also provided are upper and lower 5,500-foot film magazines and two small blowers to keep the polarized filters in the projection ports cooled. The lower film magazine is equipped with a special belt-driven film takeup.

Independent RCA theatre supply dealers are now prepared to supply the 3-D kit, as well as an additional power supply unit that may be required in some projection booths for simultaneous operation of both arc lamps at the desired amperage, said the company.

Polarizing filters for projection and polarized spectacles for use by patrons at third-dimensional showings are not a part of the RCA kit, but are provided by the film booking agencies.

Fabian Tops

(Continued from page 1)

man of the finance committee; Harry M. Kalmine, vice-president, and David Fogelson, secretary.

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TV Grants for Film Applicants

(Continued from page 1)

with television broadcasting. It might be possible, he said, that if a film theatre and a television station in the same town were owned by the same person, the TV station would suffer.

Rep. Springer told Walker that if the FCC doesn't face up to this issue before it gives out many more TV licenses it will find itself "in very hot water."

Walker replied that the Commission had no such policy as far as television licensees were concerned and had never considered anything along those lines. He referred to the recent American Broadcasting-United Paramount Theatres merger decision, in which the Commission had said that motion picture people should not be barred as television licensees.

In his prepared statement Walker mentioned the theatre television hearings as one of the major problems in which the commission is now engaged. He told the committee that the current theatre television hearing, now in recess, is not concerned with whether theatre television should be permitted to exist, but rather to the extent to which radio frequencies should be made available to it. Subsequently, under questioning from committee members, he declared that he didn't "like the idea" that the theatre people "could take programs away from" home television, but that the FCC "couldn't do anything about it" because it was a question of private enterprise.

The hearing recessed to an unnamed date, probably some time next week, when the other FCC Commissioners will be on the stand.

Italian 3-D

(Continued from page 1)

picture will be made in Eastman color for Lux Films and for distribution here through Italian Films Export.

De Laurentis, husband of Silvana Mangano and producer of her current IFE release, "Anna," announced that he had signed Ben Hecht and Hugh Gray to prepare the screenplay and Karl Struss as director of photography for "The Odyssey." William Schorr was signed as associate producer and American consultant on the picture, which will be directed by G. W. Pabst. Filming will start in mid-April, with Miss Mangano costarred with Kirk Douglas.

De Laurentis said he was unable to disclose the exact method of 3-D presentation that would be used, but that the equipment was being obtained from the Richardson Camera Co. of Hollywood. He said he would watch development of 20th Century-Fox's CinemaScope for possible use in the production of a subsequent picture, "Judith and Holofernes."

Four pictures have been produced by De Laurentis for Paramount release abroad under the recently concluded deal whereby the producer will make 10 pictures yearly for two years. They are "One of Those," "Man, Beast and Virtue," "The She-Wolf" and "Jorio's Daughter."

De Laurentis said that "The Odyssey" was not a part of the Paramount deal. De Laurentis left over the weekend for Rome.

17 from M-G-M

(Continued from page 1)

leases is "The Naked Spur," in Technicolor, followed by "Rogue's March," the general release of "Ivanhoe" and "Jeopardy."

For March there will be four pictures, "Battle Circus," "Confidentially Connie," "I Love Melvin," Technicolor musical, and "The Girl Who Had Everything."

There also will be four in April, "Sombrero," in Technicolor, followed by "Small Town Girl," Technicolor musical, "See How They Run," and "Code Two."

For May there will be five, with "Never Let Me Go" as the first, followed by "Cry of the Hunted," "Arena" (M-G-M's first 3-D Metrovision picture), "Fast Company," and "Dream Wife."

Allied Puts Lid

(Continued from page 1)

statement which he believed to be necessary to clarify any misunderstanding in view of numerous inquiries. His statement follows:

"There is no intent on the part of Allied to vary one degree from its present position as to arbitration and each day gives reason to strengthen that position. Alfred Starr, president of TOA, called me and suggested an informal get-together of members of Allied and TOA might prove to be of benefit to exhibitors and a general discussion of industry problems might take place. I agreed to put his suggestion before our board which alone has the authority to authorize participation in such a meeting and advise him of its decision.

"It was further suggested that perhaps some other exhibitor leaders might be invited. No definite time or place for such a meeting has been set at this moment. The program outlined at the national Allied meeting in Chicago in November and further emphasized at the New Orleans board meeting will continue to guide all Allied efforts to make it possible for exhibitors to remain in business. As to arbitration, nothing further can be said or done by Allied."

E. Penna. Allied

(Continued from page 1)

delphia: M. B. Ellis and Norman Lewis; for three-year terms from Upstate Pennsylvania: J. Lester Stallman (Reading) and Harold D. Cohen (Lewistown); for a two-year term filling a vacancy from Upstate Pennsylvania: Mark Rubinsky (Harrisburg); for alternate governors to serve one year: Max Korr (Allentown), Mel Koff (Glenside) and Samuel Segal (Philadelphia).

As reported previously, third-dimensional films, trade practices and the admission tax situation will be among the subjects to come up for discussion at the meeting.

Names Two Salesmen

CLEVELAND, Feb. 23.—Mark Goldman, IFE district manager has appointed Al Glaubinger as sales representative covering Cincinnati, Indianapolis and Kentucky and also named Dave Leff to cover Buffalo and Pittsburgh.

LeRoy

(Continued from page 1)

Intermountain action in inviting patrons to vote for the pictures which they had "enjoyed most" during 1952 was significant.

"It shouldn't be so," LeRoy stated, "but the fact is that 'the best picture' and 'the picture they enjoyed most' would not necessarily be the same to a lot of people. Sheer entertainment, of course, should be the only criterion, although seemingly it is possible for some theatre patrons, as well as some members of the industry to be actually bored with a film and yet vote it the 'best'."

Criticism has been raised from time to time about the Oscar selections, he asserted, and to some degree such criticism has been valid and justified.

"For instance," he stated, "it is true that considerable sentiment enters into the Oscar selections. People who work around the nominees for Oscars tend to vote for stars and directors and so forth whom they personally like, and vote against those they personally dislike, regardless of the actual quality of the acting or screen efforts in issue. "The general public would not be much influenced by such considerations."

Fox-Intermountain submitted a list of 50 pictures released last year and asked patrons to select the 10 they enjoyed most. Patrons whose lists corresponded exactly to the final total selections were given prizes of season passes.

Results of the poll gave the best pictures in this order: "Greatest Show on Earth", "Quo Vadis", (which LeRoy directed), "Snows of Kilimanjaro", "The African Queen", "High Noon", "David and Bathsheba", "With a Song in My Heart", "Story of Will Rogers", "A Streetcar Named Desire", and "The Quiet Man".

Best actresses were Susan Hayward, Doris Day, Marilyn Monroe, Jane Wyman, Betty Hutton, Ann Blythe, Esther Williams, June Allyson, Maureen O'Hara and Jane Russell.

Best actors selected were: John Wayne, Gary Cooper, Gregory Peck, Jeff Chandler, James Stewart, Stewart Granger, Alan Ladd, Tony Curtis, Robert Mitchum and Robert Taylor.

LeRoy is preparing to direct "Indian Love Call" as his next for M-G-M.

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nominated for the
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her performance in
"THE STAR"
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TO BREAK
RECORDS
FOR YOU!



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FIRST IN FILM NEWS

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VOL. 73. NO. 37 NEW YORK, U. S. A., WEDNESDAY, FEBRUARY 25, 1953 TEN CENTS

Holiday Sends Grosses Along B'way Upward

'Moulin,' 'Bwana,' 'Pan' Lead Feature Parade

The Washington Birthday holiday weekend sent grosses spurting upward this week along Broadway, with such attractions as "Moulin Rouge," 'Bwana Devil," "Peter Pan," "Tonight We Sing" and "The Stooge" doing outstanding business.

While the weekend was good generally, typical of the business report for Monday was the experience of the Criterion, where "Hans Christian Andersen" is featured. There, matinee business on Monday was the biggest in the 13 weeks of playing time of the Samuel Goldwyn production. A terrific $29,900 was forecast for the week.

At the Capitol, "Moulin Rouge" is expected to chalk up a robust $111,000 for its second week, topping the first week's business by about $3,000. At Loew's State, the three-dimensional

(*Continued on page* 5)

Warner Expanding Color Facilities

To meet expanded demands, for WarnerColor and the increased film processing required for the two-film tracks of true third dimensional pictures, the Warner laboratory in Brooklyn, N. Y., is being converted to supplement the studio's processing of WarnerColor, Jack L. Warner announced yesterday.

The Brooklyn laboratory heretofore handled only 35mm. black and white printing, 16mm. orders and special government work.

Warner currently has "House of

(*Continued on page* 5)

M.A. Schlesinger Dies; Film Pioneer

M. A. Schlesinger, industry pioneer whose amusement enterprises dominated South Africa, died here Monday morning after a long illness. Funeral services were held yesterday at Riverside Chapel.

Schlesinger and his brother, the late John Schlesinger, operated theatre, radio station, newspaper and numerous other enterprises in South Africa

(*Continued on page* 4)

Schoeppel Heads Monopoly Group

Washington, Feb. 24. — Senate Small Business Committee chairman Thye (R., Minn.) has named Senator Schoeppel (R., Kans.) to head the monopoly sub-committee, which will conduct the coming hearings on film industry trade practices.

Other members will be Senators Tobey (R., N. H.), Ferguson (R., Mich.), Long (D., La.) and Gillette (D., Iowa).

Loew's State Here Forced to Replace 'Bwana' Screen

The battle of painted screens vs. screens made especially for tri-dimensional pictures at Loew's State Theatre here reached a climax over the weekend when the theatre was obliged to replace its metallic-coated screen with a Walker 3-D screen. Reports of faulty presentation of "Bwana Devil" resulted in threats to pull the picture unless a perforated plastic surface screen was installed.

The State had opened the picture on its regular porous glass fabric screen which, according to technicians, caused an approximate 25 per cent loss in light. One of the chief criticisms of "Bwana Devil" at the State was directed at poor lighting. The State had ordered a Walker 3-D screen and then

(*Continued on page* 4)

Drive-in Circuit on Coast Begins 3-D, Wide-screen Tests

Experiments to adapt three-dimensional and wide-screen film processes to drive-in theatres are currently underway on the Coast, Bill Forman, president of Pacific Drive-in Theatres, disclosed here yesterday.

Forman, in New York since Sunday, said he expects to remain here a few days to "catch up on the 3-D situation," discussing various phases of the problem with company executives and technicians. Speaking for the company he heads, Forman said that "we are in the 3-D field with both feet now." Pacific Drive-in Theatres, he explained, believes that 3-D and wide-screen films will form a significant segment of drive-in business in

(*Continued on page* 4)

Gunzburg Warns On 3-D Equipment

HOLLYWOOD, Feb. 25. — Recklessly improvised booth and screen equipment for the exhibition of three-dimensional pictures can seriously limit and in some cases nullify the box office gains to be had from the new medium, Natural Vision president Milton L. Gunzburg told the press today. The NV head showed newsmen specimens of certain unrecommended items which have been offered exhibitors on asserted money-saving terms and pointed out that, while the difference in price between them and

(*Continued on page* 4)

Pre-Releases Hit Again by Abram Myers

Renews Blast Against Advanced Admissions

OKLAHOMA CITY, Feb. 24. — Abram F. Myers, Allied general counsel, today lashed out anew at the practice of pre-releasing pictures at advanced admission prices and at what he termed "flagrant violations" of the consent decree by distributors. Speaking at the first annual convention of Allied Theatre Owners of Oklahoma, Myers said: "If ever there was a time when it was necessary that the greatest possible number of people see



Abram Myers

(*Continued on page* 4)

E. Pa. Allied Meet Airs 3-D Problems

PHILADELPHIA, Feb. 24.—Two hundred exhibitors from six states representing some 500 theatres were on hand today at the Allied Theatre Owners of Eastern Pennsylvania convention here, the first multi-state exhibitor confab to tackle the problems presented by the 3-D boom. Representatives from both stereoscopic and panoramic systems spoke at the meeting.

The convention also saw the reelection of the unit's 15 directors and the

(*Continued on page* 4)

Film Salesmen In Loyalty Pledge

DALLAS, Feb. 24.—Voluntary affidavits to the effect that members of the Colosseum of Motion Picture Salesmen are not members of the Communist Party and that they do not believe in its teachings will be routed to the various organization chapters next week by David Beznor, Colosseum attorney.

Ray Wild, president of the sales-

(*Continued on page* 5)

INDUSTRY FAVORS MASON MEASURE

To Concentrate on His House Measure Which Would Immediately Eliminate the 20% Levy

Col. H. A. Cole and Pat McGee, co-chairmen of the National Tax Repeal Campaign Committee, have selected H.R. 157, introduced Jan. 3 by Representative Noah M. Mason of Illinois, as the measure to be supported by the motion picture industry in its campaign for repeal of the Federal 20 per cent admission tax.

The bill provides for immediate elimination of the tax on those film theatres in which the principal form of entertainment is the exhibition of motion pictures. "It has been studied by leading industry lawyers and has been approved as meeting the industry's needs in all respects," according to a statement issued here yesterday by the Council of Motion Picture Organizations.

One of 26 bills having to do with admission taxes that have been introduced at this session of Congress, "the Mason bill was chosen because it was one of the first offered and because its sponsor is a high ranking Republican member of the Ways and Means Committee." Fifteen other bills of language identical with the Mason bill also have been introduced,

(*Continued on page* 5)

Personal Mention

KENNETH N. HARGREAVES, managing director of J. ARTHUR RANK's General Film Distributors, and assistant managing director of Odeon Theatres, has arrived here from London and will leave for the Coast soon for conferences at the Universal studio.

•

CECIL B. DEMILLE arrived in New York yesterday from Washington, and will leave Friday for the Coast, with a stopover in Chicago scheduled.

•

EDWARD E. SULLIVAN, 20th Century-Fox publicity manager, returned to New York yesterday from the Coast by plane.

•

MILTON E. COHEN, United Artists Eastern division manager, returned to New York yesterday from a four-week tour of branches.

•

WILLIAM DIETERLE, Paramount director, will stop off here today from Ceylon en route to Hollywood.

•

THERON WARTH, producer, will arrive in New York from Hollywood tomorrow en route to London.

Install B'nai B'rith Officers April 8

Burton E. Robbins, executive of National Screen Service, was elected president of New York's Cinema Lodge of B'nai B'rith at a meeting at the Hotel Astor here last night. He succeeds Martin Levine, executive of Brandt Theatres who was elected chaplain.

Installation of the new president and other officers will be held at an industry-wide "Presidents' Luncheon" to be held at the Astor on April 8.

Elected vice-presidents were Marvin Kirsch, Moses L. Kove, Milton Livingston, Joseph Maharam, Sol Rissner, Cy Seymour, Robert K. Shapiro, Al Wilde and Lou Wolff. Jack H. Hoffberg was reelected treasurer and David Kelton was elected secretary.

Elected trustees were Max B. Blackman, Julius M. Collins, Harold L. Danson, Leo Jaffe, Louis A. Novins and Arthur H. Schwartz.

Glenn and Sloane to Address NTFC Meet

Jack Glenn, senior director of The March of Time, and Robert Sloane of Prockter Productions will address the luncheon-meeting of the National Television Film Council at the Warwick Hotel here tomorrow, it was announced by Arche Mayers, the TV-film organization's president. Glenn and Sloane will participate in panel discussions which have been labeled "Producers, Directors and Stories," in which a film producer will join the director and writer in detailing some of the problems, innovations and the future of TV-films.

Report British Theatres' Grosses Are Up Slightly

LONDON, Feb. 24.—British theatres grossed £27,986,000 during the quarter ended Sept. 27, 1952, a 2.9 per cent increase over the preceding quarter, the Board of Trade Journal reports.

Theatre admissions during the quarter rose from the previous quarter's 326,447,000 to 335,215,000. The Journel comments that this is a normal seasonal increase in attendance and the figure still is below the level for the corresponding quarter in 1950 and 1951.

The increased gross, the Journal says, reflects higher admission prices resulting from an increase in the admission tax and Eady Fund payments. The average admission price rose from 18.04 pence in 1950 to 20 pence last year.

Exhibitors paid £9,654,000 in entertainment tax and £723,000 in Eady levy during the 1952 quarter, which together represented 37.1 per cent of the gross. Net takings rose by £588,000 to £17,609,000. Film rentals totaled £6,203,000, a 4.1 per cent increase over the previous quarter.

The amount retained as the exhibitors' share rose by £344,000 to £11,406,000.

Ad Peace Sought By London Papers

LONDON, Feb. 24.—Max Aitken, son of Lord Beaverbrook, made the first overture to restore American film advertising to the Beaverbrook papers here during the recent London visit of Murray Silverstone, 20th Century-Fox International president, it is learned.

Aitken orally agreed to undertake to curb the spleen of Beaverbrook newspaper film writers against American films, the cause of the withdrawal of the American advertising, if his kiss-and-make-up overtures are accepted. Most American companies, with the exception of M-G-M, have resumed advertisements with the *Express group*. The J. Arthur Rank Organization, which took unilateral action, also is still withholding its advertising.

Boasberg, Branson Travelling for Drive

RKO Radio Pictures sales executives, topped by Charles Boasberg, general sales manager, and Walter Branson, assistant general sales manager, were travelling yesterday in preparation for the company's forthcoming "25th Anniversary Drive," March 6- June 25.

Boasberg is due to return here today from Chicago where he conducted a meeting of the company's Midwestern field sales force. Branson, meanwhile, is slated to arrive in Kansas City today to conduct the fifth of the anniversary drive series of meetings with the field sales force.

Clark of ABP Is Here to Study 3-D

In an effort to determine whether tri-dimensional pictures are here to stay or are a "passing fancy," Robert Clark, executive producer of Associated British Pictures, is here from London to study developments.

Clark, who arrived in New York Monday on the *S.S. Queen Mary*, said yesterday that he would go to the Coast on Friday to confer with executives at Warner Brothers studios, with which ABP is closely associated. He said he would decide after the conferences whether ABP would equip for 3-D and make im-dimensional pictures.

Clark will stay in Hollywood for about two weeks during which he will seek advice and "see what we have to learn."

ABC Circuit Sets 1st Screen Ad Deal

LONDON, Feb. 24.—The 450-theatre Associated British Cinemas here will accept screen advertising for the first time under a deal just closed with the firm of Pearl & Dean, Ltd. The contract provides for a three-minute program of advertising "filmlets" throughout the circuit and two-minute national advertising films in selected theatres or territories on the circuit.

Ernest and Charles Pearl, heads of the theatre advertising firm, until recently were in charge of J. Arthur Rank's Langfords' Theatre Publicity, from which they resigned to form their own company.

Mayer and Servies At ITOO Meeting

COLUMBUS, O., Feb. 24.—Arthur Mayer, former Council of Motion Pictures Organizations secretary, and Jack Servies, vice-president and general manager of National Theatre Supply Co., will be among the speakers at the convention of the Independent Theatre Owners of Ohio here April 7-8. Maurice Bergman, public relations director of Universal-International, will attend the convention, said Robert Wile, ITOO secretary.

Wile will address Rotary Club meetings March 10 in East Liverpool, Ohio, and April 15 at Hudson, Ohio, on "The Importance of the Theatre in Your Community."

Balaban Chairman Of Defense Appeal

Barney Balaban, president of Paramount Pictures, will serve as honorary chairman of the 1953 Joint Defense Appeal campaign, it was announced by Maurice Glinert and Edmund Waterman, chairmen of JDA in Greater New York.

NEWS in Brief . . .

Edward Lachman, chief barker of the Variety Club of New York, host tent at the forthcoming Adolph Zukor Golden Jubilee dinner here, has appointed a special committee to arrange for club tables at the dinner which will be held March 4 at the Waldorf-Astoria.

The committee consists of Harold Rinzler, Bert Robbins, Martin Levine, Edward L. Fabian and Albert G. Gorson.

•

LOS ANGELES, Feb. 24.—William Wallace Kerrigan, 73, general manager of Universal studios from 1912 to 1914 and at various times manager of Rudolph Valentino, William S. Hart, Mary Pickford and Douglas Fairbanks, Sr., died here on Friday. He was the twin brother of J. Warren Kerrigan, silent film star.

•

A special press screening of "My Son's Dad," a film designed for TV, theatre or private showing made for the Young Men's Christian Association by the March of Time, was held here yesterday in the Time and Life Building. The 27-minute film was written and directed by Jack Glenn.

•

Baron Carlo de Serrariis Salvano, Italian consul general, yesterday presented J. Milton Salzburg, president of Pictorial Films, with the award won by his company's production, "F.D.R.—Hyde Park," at the Venice Film Festival last year.

'Redbook' Awards Cite Young Talent

HOLLYWOOD, Feb. 24—Hollywood's young talent was given top honors here last night in *Redbook Magazine*'s 14th annual "Silver Cup Movie Award" on the Martin and Lewis radio show over NBC. The awards were announced by editor Wade H. Nichols.

The 1952 winners were Marilyn Monroe for "best young box-office personality"; Julie Harris, best young actress; Leslie Caron, best young foreign actress; Marge and Gower Champion, best young dance team; and Dean Martin and Jerry Lewis, best young comedians

The winners are the subject of a feature article by picture editor Florence Somers in the March "annual award issue" of *Redbook* The magazine's silver cup trophy is given each year in recognition of "distinguished contributions to the art of motion pictures." The awards were started in 1939.

Hope Named M.C. of Awards Ceremonies

HOLLYWOOD, Feb. 24.—Bob Hope will be master of ceremonies of the Academy Awards ceremonies March 19, Johnny Green, general director of presentations, announced here today.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

"M-G-M wins 'Top Young Stars' vote with 2 out of 5, leading all companies!"





REDBOOK IS RIGHT ABOUT YOUNG TALENTS!

The industry needs them and M-G-M's got 'em. This year, Redbook Magazine gives its Annual Awards to the industry's rising young stars and M-G-M leads as usual:

Winner!
MARGE AND GOWER CHAMPION

Watch for them in M-G-M's "Give A Girl A Break."





Winner!
LESLIE CARON

Star of "American In Paris." Watch for her in "Lili" and "The Story of 3 Loves." (*All Tech.*)

THANKS REDBOOK! KEEP YOUR EYES ON THESE!

POLLY BERGEN—"Cry of the Hunted," "Fast Company," "Arena" (*MetroVision, Ansco Color*) • **DONNA CORCORAN**—"Scandal At Scourie" (*Tech.*) • **RITA GAM**—"Saadia" (*Tech.*) • **ROBERT HORTON**—"Code Two," "Arena" (*MetroVision, Ansco Color*), "See How They Run," "Big Mike" • **BARBARA RUICK**—"I Love Melvin" (*Tech.*), "Affairs of Dobie Gillis," "Confidentially Connie" • **ELAINE STEWART**—"Take The High Ground" (*Ansco Color*), "Code Two," "A Slight Case of Larceny" • **BETTA ST. JOHN**—"Dream Wife," "All The Brothers Were Valiant" (*Tech.*) • **BOBBY VAN**—"Small Town Girl" (*Tech*), "Affairs of Dobie Gillis," "Ghost of A Chance."

National Pre-Selling

IN announcing its 12th annual "Achievement Awards," *Look,* in the current issue, "congratulates the motion picture industry for creative accomplishment and rebirth of showmanship," during 1952.

Among those industry personalities who received *Look's* accolades are Gary Cooper and Shirley Booth for the best starring performances; Claire Bloom and Richard Burton for the best performances in supporting roles.

Marilyn Monroe was chosen as the most promising female newcomer. John Ford was picked as the director of the year. And A. H. Blank of the Tri-States Theatres, was chosen the exhibitor of the year.

•

Louella Parsons reports in the Feb. 22 issue of *Pictorial Review* that six months ago she visited Mala Powers, star of "City Beneath the Sea," while Mala was a patient in a hospital. She had contracted a serious blood disease when she went to Korea to entertain the boys. Doctors said "Mala would live for a few months." That was almost a year ago. Since then she has also completed "The City That Never Sleeps," and is well and waiting to start "The Gambler's Moon" with Robert Mitchum.

•

A four color one-half page ad on "Peter Pan" appeared in the Feb. 22 issue of American Weekly. *Also in the issue is a full color ad placed by Lustre Creme Shampoo, which features a photograph of Anne Baxter and tie-in copy on Warner's "I Confess."*

•

A large photograph of Robert Taylor and Eleanor Parker taken on the set of "Above and Beyond" appears in the Assignment-in-Hollywood department of the March issue of *Good Housekeeping.* Accompanying the photo is a Ruth Harbert review of this M-G-M picture which is based on the life of Colonel Tibbets of the U. S. Air Force. Colonel Tibbets was the pilot of the B-29 that sent the history making bomb burtling on Hiroshima.

Also in this issue is a table of contents ad on "Dream Wife."

•

Rosemary Clooney is *Time* Magazine's current cover girl, appearing in full color. The issue also has a four-page story of Rosemary titled "Girl in the Grove."

Referring to her achievements as a singer, *Time* writes: "The voice of Rosemary Clooney, 24, to ballad buyers, has become as familiar as the voice of F. D. R."

The author of the feature reports her first meeting with Bing Crosby who visited her on the set of "The Stars Are Singing."

"I just want to tell you," Bing said, "that I think you're the best singer in the business."

•

"The Star," "Member of the Wedding" and "The Jazz Singer" are reviewed in the March issue of McCalls. *Ten photographs taken on the sets of the pictures reviewed are used in* McCall's *"Goes to the Movies" department.*

WALTER HAAS

Pre-Releases Hit Again

(*Continued from page* 1)

the best pictures while they are still benefitting from word-of-mouth advertising, it is now. How are the people going to regain the movie-going habit if the best pictures are withheld from them or made available only in large cities at advanced admission prices?"

Myers told the Oklahomans that "responsible film executives are toying with the idea that the motion picture business can be profitably conducted, so far as they are concerned, by restricting their films to one theatre in each large city, to be exhibited at prices comparable to those which proved the undoing of the legitimate theatre."

The Allied general counsel was critical of the allocation of equipment for three dimensional and panoramic screen exhibitions, pointing out that 20th Century-Fox "says it won't attempt to supply equipment for CinemaScope in towns of less than 100,000 population for a long time—long enough for the theatres in the smaller towns to die a lingering death." He added that theatres already are dying at an estimated rate of 1,000 for each decline of one per cent in receipts.

Myers said that the film executives of today are forgetting the fact that motion pictures' success stemmed from their ability to give low cost entertainment. The "moguls," he said, have the "weird notion that screen entertainment can be restricted to a comparatively few high admission houses in large cities and that the public will troop to those theatres in sufficient volume to make up for the 15,000-odd theatres that will be forced to close."

Columbia's sales policy on "Salome" and the distributors' alleged establishment of a new system of fixed clearances also came under Myers' fire. He asserted that the companies not only are granting unreasonable clearance "solely in their own interest between competing theatres, but are extending those clearances to include non-competitive theatres which never were subjected to clearance before." Myers declared that "all this is being done, not in unwitting violation of the decree but in knowing, wilful and deliberate contempt of the decree." He said "a purpose to evade the decree is the only possible explanation of Columbia's declaration that 'no specific clearance will be granted' on 'Salome'."

Turning to arbitration, Myers said that Allied worked for an all-inclusive arbitration system that would prove an acceptable substitute for litigation. However, he asserted that while negotiations were on, and since they have been broken off, the film companies were pre-releasing pictures and planning to pre-release more pictures. This, Myers said, "is courting litigation with a vengeance." He added that every exhibitor who has been injured in his business or property is "entitled to sue for triple damages."

Myers said that "if Allied . . . were merely seeking to protect or gain an advantage for its own members, you might not take too seriously some of the charges we have made. But we are fighting not only to protect our members but all independent exhibitors; not only the exhibitors but a great business and a great industry." Myers said that all warnings had been ignored and that from now on Allied intends to follow through on its program, "using every legal means available," adding that "this may turn out to be a hot fight."

Bamberger Stresses Good Industry Public Relations

OKLAHOMA CITY, Feb. 24. — The value of good public relations between exhibitors and townspeople was stressed here today by Leon J. Bamberger, sales promotion manager of RKO Radio, in an address before the first annual convention of Allied of Oklahoma.

Bamberger singled out the efforts of Earl and Arthur Elkin, operators of two theatres in Aberdeen, Miss., as examples of public relations at work. Their activities in civic affairs, fund raising campaigns and courtesies to organizations have repaid their efforts many fold, Bamberger said.

He urged exhibitors to use the many facilities offered by the Motion Picture Association of America, such as the "Green Sheet," school pamphlets, study guides and the MPAA's community relations department.

3-D Experiments

(*Continued from page* 1)

the near future and is prepared to expend time and talent to capture that business. About 40 open-air theatres compose the Pacific circuit, he added.

The two big problems, Forman said, are getting sufficient light for the 3-D picture and procuring a special screen which retains the light and withstands adverse weather conditions. While acknowledging that the problems are "serious," Forman expressed optimism that answers would be found in the not too distant future. Present experiments on the Coast conducted by Pacific Coast are on lighting and screen problem, it was added.

The drive-in executive also expressed interest in the "wide-screen surround" screen equipment, said to accommodate all types of three-dimensional and wide-screen systems. The Lesser organization has acquired U. S. rights from Donford Corp., Chicago, American licensee of the British development.

Schlesinger Dies

(*Continued from page* 1)

under the name of International Varieties and Theatrical Agency. John conducted the business in Johannesburg while M. A. looked after the New York end of the vast empire.

In the early days of talking pictures, the Schlesingers headed General Talking Pictures Corp., which marketed DeForest Photophone. M. A. Schlesinger became ill late last fall and his nephew, John, Jr., who directed the South African activities of the company following the death of his father, rushed to New York. When his uncle appeared to be recovering, John returned to South Africa.

Survivors also include his widow, Betty, and two sisters, Mrs. Esther Greenwald and Elizabeth Stark.

E. Pa. Allied

(*Continued from page* 1)

following officers: Sidney Samuelson, president, general manager, and national director, Ben Fertel, treasurer, E. B. Gregory, secretary, and Jack Greenberg, finance committee chairman. Also named to the finance committee were Gregory Fertel, Al Davis, Martin Ellis, and Harold Cohen.

Among those making presentations were 20th Century Fox's general sales manager William C. Gehring, for Cinemascope, Harold Legrande and Knox Haddow for Paramount's Paravision, as well as technicians from RCA, Altec and National Theatre Supply.

A new field for 3-D in drive-ins was seen as practical as soon as the light problems were solved. All of the experts addressing the group stressed the point that whatever process was to be used, it should be fitted to the theatres capabilities. They cautioned that no theatre should be equipped without having the house completely surveyed by specialists in that field. It was estimated that steroscopic 3-D would cost theatres a minimum of $1,000 in addition to the refurbishing, generators, light source, wiring, et cetera to take care of the extra load.

Also discussed at an early morning session were current film problems, annual reports of officers and a resolution, unanimously passed, requesting national Allied to take vigorous action on current film problems.

Larry Woodin, Wellsboro, Pa., was hailed for his demonstration of musie in the public domain that would preclude payments to ASCAP.

The states represented at the meeting, in addition to the Pennsylvania delegation were New Jersey, Delaware, Maryland and Connecticut, as well as Washington.

'Bwana' Screen

(*Continued from page* 1)

cancelled it, when it was decided to repaint the house screen. The ordered screen was diverted to the Palace Theatre in Orange, N. J., but National Theatre Supply was able to have it transferred back to the State.

By working all night Friday, the new screen was ready for the first show Saturday morning. The results are said to be far superior, with the advocates of special 3-D screens winning their point.

Despite the inferior projection during the first three days of "Bwana" at the State, the gross climbed daily, with the initial week ending last night to an estimated figure in excess of $90,000. The picture was expected to hit $50,000 at the Fabian Fox Theatre in Brooklyn in its first week.

Gunzburg Warns

(*Continued from page* 1)

fully recommended equipment is very small, ultimate box office loss due to the dissatisfaction caused by inadequate presentation can be great.

Gunzberg said the major theatre equipment companies are now able to supply the proper equipment, as is Natural Vision Equipment Corp., and added that exhibitors wishing complete information concerning booth and screen equipment can obtain same directly from NV without commitment or obligation.

Silver City Film Branded as 'Red'

WASHINGTON, Feb. 24.—Rep. Donald Jackson, California Republican and a member of the House Un-American Activities Committee, told the House today that the film now being produced in Silver City, N. M., is being made "under Communist auspices" and is "deliberately designed to inflame racial hatreds and to depict the U. S. A. as the enemy of all colored peoples."

Jackson took the House floor for almost 30 minutes to discuss the Silver City venture. He started out by recalling the House committee's lengthy Hollywood investigation and said that it had disclosed two aims of Communist infiltration of Hollywood: To provide a lucrative source of income for the party, and to use films to present Communist propaganda. While the party did get large amounts of money from party members and sympathizers in Hollywood, the attempt to put propaganda into films "succeeded only to a minor extent," he declared.

The Silver City venture, Jackson said, was "an illustration of the ceaseless and diabolical attack upon the U. S. and its free institutions" carried on by the Communists. He said he would do everything in his power "to prevent the showing of this Communist-made film in theatres of America, and I am confident that millions of Americans will join in that effort."

Jackson's speech documented the Communist affiliations of many of the persons associated with the Silver City production and discussed the Communist charges against the international Union of Mine, Mill and Smelter Workers, which is said to be financing the film.

The California Republican emphasized that the production has been condemned by the Hollywood A. F. of L. Film Council, the Screen Actors Guild and other organizations of the motion picture industry.

Fitzgerald Heads Wisc. Welfare Group

MILWAUKEE, Feb. 24.—At a meeting where representatives from all segments of the industry here met, a new non-profit organization was formed for the welfare of all employes in the industry in Wisconsin and Upper Michigan. The organization, first of its kind in Wisconsin, is called Showman's Guild, Inc.

Officers are: President, Harold J. Fitzgerald, president of Fox-Wisconsin Amusement Corp.; first vice-president, Ben Marcus, S. & M. Theatres; second vice-president, A. D. Kvool, Warner Theatres; treasurer, L. F. Gran, Standard Theatres; assistant treasurer, Oliver Trampe, and secretary, Jack Lorentz, branch manager, 20th Century-Fox.

The purpose of the Guild is to extend help and relief to those in the industry here who have not been as fortunate as others. A fund for this cause will be raised through various functions now being planned.

Fitzgerald has had such a plan in mind for several years and through the efforts of Marcus, Kvool, Gran and himself such a plan has finally materialized.

Mason Tax Measure

(Continued from page 1)

three of them by Mason's colleagues on the Ways and Means Committee.

Carrying the heading, "A Bill to provide that the tax on admissions shall not apply to admissions to a moving-picture theatre," the text of the bill is as follows:

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That section 1700 (a) (1) of the Internal Revenue Code (relating to tax on admissions) is hereby amended by adding at the end thereof the following new sentence: 'The tax imposed under this paragraph shall not apply to the amount paid for admission to a moving-picture theatre if the principal amusement offered with respect to such admission is the showing of moving pictures.'

"Sec. 2. The amendment made by the first section of this Act shall apply only with respect to amounts paid, on or after the first day of the first month which begins more than ten days after the day on which this Act is enacted, for admissions on or after such first day."

Cole and Robert Livingston of Omaha have been in Washington the last week interviewing sponsors of the other bills on admissions. From all of them, it is understood, they have received assurances that they will let their own bills lie dormant and support the Mason bill.

Two of the identical bills were introduced in the Senate by Republican Senators Dirksen of Illinois and Butler of Nebraska. Those introducing identical bills in the House are Representatives Dingell (D. Mich.), Fisher (D. Tex.), Boggs (D. La.), Frazier (D. Tenn.), Hagen (R. Minn.), Patten (D. Ariz.), Elliott (D. Ala.), King (D. Calif.), McDonough (R. Calif.), Zabloski (D. Wis.), Davis (D. Ga.), Thompson (D. Tex.), Vanzandt (R. Pa.).

Deeply Appreciative

"We are deeply appreciative of the efforts of these Senators and Congressmen to bring tax relief to our industry," said Cole and McGee in a statement issued yesterday. "We also think the industry owes them a debt of gratitude for their graciousness in withholding action on their own measures and giving their support to the Mason bill. We are sure that with their active support the industry's case for tax repeal will receive proper consideration by the Congress."

Through the offices of the Council of Motion Picture Organizations, copies of the Mason bill were mailed yesterday to all state and Congressional District campaign committees, with a request that each committee advise its Congressman that the Mason bill is the one the industry would like to see passed. Exhibitors in the districts of other bill sponsors have been requested to write their Congressmen thanking them for the introduction of repeal bills.

Dempsey Cites High U.S. Tax Payments

Washington, Feb. 24.—Closing of theatres due to "excessive" taxation "will remove one of the most valuable potentials our country has for clean juvenile entertainment and for youth education," Rep. Dempsey (D., N. Mex.) told the House today.

Dempsey has twice before taken the House floor to attack the 20 per cent Federal admission tax. Today he included in his remarks a letter from a Texas exhibitor who told of paying $4,500 in 1952 in Federal admission tax for one theatre, which operated at a $10,000 loss, and paying $10,000 in taxes in another theatre operating at a $2,000 loss last year.

Warner Expanding

(Continued from page 1)

Wax," Natural Vision 3-D production filming in WarnerColor as "the first true third dimensional film to be launched by a major studio." Preparing to go in WarnerColor is a second 3-D film, "The Burning Arrow," also to be filmed with Natural Vision.

Also in work in WarnerColor are "The Boy from Oklahoma," starring Will Rogers, Jr., and Nancy Olson with Michael Curtiz directing and David Weisbart producing, and "Riding Shotgun," starring Randolph Scott with Andre de Toth directing and Ted Sherdeman producing.

It is anticipated that the Eastern facilities will be completed in time to handle the rush processing on the WarnerColor coverage of the Coronation of Queen Elizabeth in June.

$16,000 for 'City Beneath'

"City Beneath the Sea," Universal-International, which opened at the Pilgrim in Boston last Thursday to launch a series of New England engagements, is said to be rolling up one of the biggest weeks in the history of the theatre, grossing an estimated $16,000 in the first seven days.

Film Salesmen

(Continued from page 1)

men's organization, has notified President Eisenhower of the plan, according to Vernon Christian, publicity director of the Colosseum here.

The affidavit reads:

"1. I am a member of the union named below.

"2. I am not a member of the Communist Party or affiliated with such party.

"3. I do not believe in, and am not a member of, nor do I support any organization that believes in or teaches the overthrow of the United States government by force or by any illegal or unconstitutional methods."

Two More from Tors For United Artists

HOLLYWOOD, Feb. 24.—With "The Magnetic Monster," his first science-fiction film, set for national release by United Artists in 10 days, producer Ivan Tors announced that he will make two more science-fiction films for United Artists this year, "Space Station, U.S.A." and "The Meteor Hunters." Both will be in Pathe color.

Tors is forming a new corporation, Ivan Tors Productions, to make the two films. Richard Carlson and Curt Siodmak, the star and director, respectively, of "The Magnetic Monster," will continue with Tors on the new projects. Tors and Siodmak collaborated on the screenplay for "Magnetic Monster," which was made by A-Men Productions, the Tors-Carlson-Siodmak company which will remain in existence to produce films for television.

B'way Grosses

(Continued from page 1)

"Bwana Devil" is expected to do a tremendous $90,000 for its opening week.

"Peter Pan," coupled with the ice stage show at the Roxy, is due to hit a big $115,000 for its second week. At the Paramount, "The Stooge" and the stage attraction headlining Joni James is predicted to do an excellent $99,000 for its third week. The second week of "Tonight We Sing" at Radio City Music Hall is forecast to rack up a solid $133,000.

At the Rivoli, a nice $23,000 is indicated for the fourth week of "The Star." Holding up strongly is "Come Back, Little Sheba" at the Victoria, with $27,000 seen for the ninth week. Also doing well is "Road to Bali" at the Astor, with $27,000 due for the fourth week.

"Anna," the English-dubbed Italian import at the Globe, racked up a very good $31,000 for its first week, while "Above and Beyond" at the Mayfair is expected to hit a rosy $32,000 for its fourth week. At the off-Broadway engagement of "Hans Christian Andersen" at the Paris, a fine $10,800 for the 13th week is seen.

Rollinson in New Post

Dudley R. Rollinson has been named manager of motion picture advertising of *The American Weekly*. He previously was on the executive staff of Pedlar & Ryan, and prior to that was an account executive with National Broadcasting, business manager of *Holiday* magazine, director of research for Blackett-Sample-Hummert, and president of his own firm of advertising consultants.

—FLY TO—
LOS ANGELES
on United's Luxurious
"OVERNIGHT HOLLYWOOD"
Only 11¼ hrs. one-stop!
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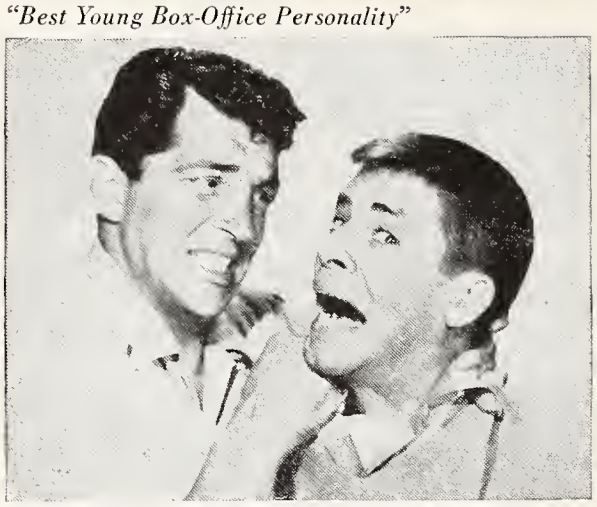




JULIE HARRIS
"Best Young Actress"



MARGE AND GOWER CHAMPION
"Best Young Dance Team"



DEAN MARTIN AND JERRY LEWIS
"Best Young Comedians"



LESLIE CARON
"Best Young Foreign Actress"

Redbook's 14th annual movie award goes to rising Young Talent

This year the REDBOOK SILVER CUP trophy in recognition of "distinguished contribution to the Art of the Motion Pieture" has been awarded to the outstanding bright young talent of the industry. REDBOOK Movie Editor Florenee Somers has made these famous youngsters the subject of a feature artiele in the Mareh Annual Award issue now on the stands. She says: "Sinee REDBOOK appeals primarily to young people, and sinee young people are the greatest movie-goers, it seemed fitting that this year the young talent of Hollywood be honored."

REDBOOK's movie-going Young Adults—all its 5,550,000 readers join in this salute!



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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 38 NEW YORK, U. S. A., THURSDAY, FEBRUARY 26, 1953 TEN CENTS

White House Meet Today on Tax Situation

Overlapping Levies on Agenda of Major Confab

By J. A. OTTEN

WASHINGTON, Feb. 25.—President Eisenhower today announced he is calling a major conference at the White House tomorrow to discuss overlapping Federal and state taxes.

Invited to the meeting are spokesmen for the Council of State Governors, House and Senate Republican leaders and top Administration officials.

The President emphasized that he did not expect any quick solution to the problem but said the conference might make a start to finding an answer.

The admission tax has always been cited by the states as a type of tax that should be surrendered by the Federal government for the exclusive use of states and cities. Treasury Department officials have been in-

(*Continued on page 5*)

Pimstein Resigns, RKO Radio 'V-P'

Harry M. Pimstein, attorney for the RKO Pictures companies for 26 years, and vice-president of RKO Radio Pictures, Inc., since October, 1952, resigned yesterday.

Pimstein's ascendancy to the vice-presidency in October came with the appointment of Arnold Grant as board chairman of RKO Pictures. Grant, who was named when the Ralph Stolkin group purchased controlling interest from Howard Hughes, resigned in November. More

(*Continued on page 4*)

Industry Trade Fair Planned for Toronto

TORONTO, Feb. 25.—An all-industry trade fair in Toronto toward the end of October as a co-operative boost for film entertainment is in the making, the proposal being in the hands of the Motion Picture Theatres Association of Ontario.

The exhibition is to be staged in conjunction with the annual meetings

(*Continued on page 4*)

Testimonial Banquet For Earl Hudson

Detroit, Feb. 25.— Earl J. Hudson, executive vice-president of the Western division of the American Broadcasting Co., will be honored at a banquet March 16 at the Sheraton Cadillac Hotel here. The testimonial for the veteran Detroit theatre executive is being arranged by the Detroit Variety Club.

Before he was named to the ABC post, Hudson was president of United Detroit Theatres, operating 17 theatres in Greater Detroit. He joined the organization as an executive assistant in 1934.

May Settle Import Quota in Japan By March 10; Parley On

By AL STEEN

The question of Japanese import permits for foreign pictures may be determined as a result of trade conferences now in progress in Tokyo among the embassies of various countries. This was revealed here yesterday by Hideo Shiotsugu, president of Eiga Haikyu Co. of Japan, whose company distributes Allied Artists product. Shiotsugu said he had been informed of the conferences by trans-Pacific telephone to his Tokyo office from New York this week.

It is expected that a tentative quota will be announced March 10, with all indications pointing to approximately the same number of permits—215—allowed for the current fiscal year that were issued during the last fiscal period. The embassy conferences in Tokyo, Shiotsugu said, concerned

(*Continued on page 5*)

Epileptic Project For N.Y. Variety

Variety Club of New York, Tent No. 35, yesterday announced its initial charitable project, the formation of the Variety Club Foundation to Combat Epilepsy. Disclosure of the plan was made at a membership luncheon at the Hotel Piccadilly by chief barker Ed Lachman.

Lachman said that the new foundation would devote its efforts primarily to epilepsy and all related treatment, research, study, teaching and public information. The immediate objective

(*Continued on page 2*)

20th, Skouras Win J.J. Suit

A $3,075,000 anti-trust suit by J. J. Theatres, Inc., against 20th Century-Fox and Skouras Theatres was lost yesterday in Federal District Court here when a jury deliberated for two hours and came in with a verdict for the defendants.

J. J. Theatres and its operating company, Luxor Group, Inc., claimed that its Luxor Theatre in the Bronx was unfairly discriminated against in favor of the Park Plaza, a neighboring theatre. Named as co-conspirators in the month-long trial were RKO Radio Pictures, Warner Brothers and Universal. The trial judge was Edward Weinfeld.

UA-TV Sales Exceed $250,000 in 6 Weeks

Sales by United Artists Television for the first six weeks of this year were in excess of $250,000, according to George Shupert, vice-president and general manager of the UA subsidiary. UA-TV distributes pictures made especially for TV advertisers.

Schupert left here yesterday for the Coast to confer with William Cane and Henry Donovan, producers of "Cowboy G-Men," a half-hour series distributed by UA-TV. Production of a second 13 films will start at the conclusion of the conferences, at which the possibility of filming in three dimensional color will be discussed. Purity Baking Co. is the sponsor of "Cowboy G-Men."

UA-TV now is servicing six pro-

(*Continued on page 2*)

Sales Drive for UA Anniversary

United Artists branches are joining in a Coast-to-Coast tribute to the company's management on the second anniversary of its tenure with a special eight-week anniversary campaign as part of the current "Bernie Kranze Drive." Vice-president Max E. Youngstein has accepted the special campaign captaincy, it was announced by William J. Heineman, distribution vice-president.

Youngstein will team up with drive co-captains Milton E. Cohen and James Velde, respectively Eastern and Western division managers, for the campaign.

The anniversary campaign, which celebrates the completion of two years under the leadership of president

(*Continued on page 2*)

DeMille Erects Go-slow Sign Over 3-D Push

Describes 'Excitement' in All Hollywood Studios

By MURRAY HOROWITZ

A go-slow sign over the three-dimensional and wide-screen push of the industry was erected here yesterday by veteran producer Cecil B. DeMille, some of whose productions rate among the top all-time money-makers.



Cecil B. DeMille

DeMille's cautious approach contrasted sharply with what he described as Hollywood's "joyful and exciting" feeling about 3-D and wide-screen potentialities. The state of excitement on the Coast, he said,

(*Continued on page 5*)

Dunningcolor 3-D System Introduced

HOLLYWOOD, Feb. 25.—Color pioneer Carroll Dunning today entered the three-dimensional sweepstakes with Dunningcolor Corp.'s single-camera system, offered producers by exclusive licensor Nat Levine on terms competitive with Natural Vision Corp.'s terms for the process used for "Bwana Devil" and by Warner and Columbia studios.

Dunningcolor's terms are analagous to NV's on productions costing up to $250,000, and higher than NV's above

(*Continued on page 5*)

Yates Defends Sale Of Films to TV

CHICAGO, Feb. 25. — Replying to a letter of protest from Jack Kirsch, president of Allied Theatres of Illinois, hitting Republic's recent sale of 104 features to television, president Herbert J. Yates cited losses of over $1,000,000 in 1950, 1951 and 1952 suffered by Republic when "theatres discontinued playing B pictures and

(*Continued on page 5*)

Personal Mention

ALFRED CROWN, RKO Radio foreign manager, will fly to Europe from New York tomorrow. He will spend approximately three weeks abroad.

•

STANTON GRIFFIS, chairman of Paramounts' executive committee, will be the speaker here tonight at a dinner meeting of the Bridgeport, Conn., Junior Chamber of Commerce, to be held in the Stratfield Hotel of that city.

•

HIDEO SHIOTSUGU, president of Eiga Haikyu Co., Ltd., which distributes Allied Artists products in Japan, will return to that country from here this week via London.

•

SPENCER TRACY and director HOWARD HAWKS and his bride, actress DONNA HARTFORD, were aboard the *S. S. Queen Mary* which sailed for Europe from here yesterday.

•

JOHN NOLAN of the Parkway Drive-in Theatres, Atlanta, has been vacationing in California for several weeks.

•

IVAN TORS, producer, was married last night to actress CONSTANCE DOWLING in Yuma, Ariz. They will honeymoon in Mexico.

•

DAVID CANTOR, RKO Radio exploitation director, returned here yesterday from Boston.

•

AL ADAMS, associated with EMIL VELASCO, TV film producer here, is seriously ill at his home.

Reeder Named FWC District Manager

SAN FRANCISCO, Feb. 25.—Fay S. Reeder, advertising-publicity director of Fox West Coast Theatres of Northern California, has been appointed Peninsula district manager by Spence Leve, Northern California division manager, replacing C. E. Macdonald, who resigned to join his brother in the restaurant business at Oregon.

Reeder will continue his headquarters in San Francisco and in his present capacity of San Francisco district manager. His advertising-publicity chores will be taken over by Herman Kersken, in addition to Kersken's duties as resident manager of the Fox Theatre here.

$15.25 B. & K. Dividend

CHICAGO, Feb. 25. — Balaban and Katz directors have voted a special dividend of $15.25 a share on the common stock out of funds from the sale of television station WBKB to Columbia Broadcasting System. Sale price of the station was $6,000,000 of which $3,997,040 was given to stockholders in the current dividend. B. and K., a subsidiary of United Paramount Theatres, paid dividends totalling $5.25 a share last year.

Upton, Loll and Green Are Named to Cinerama Posts

DETROIT, Feb. 25. — Frank Upton, William Loll and William Green have joined Cinerama, it was announced by Zeb Epstin, assistant to Cinerama's director of exhibition, Joseph Kaufman. Cinerama will open here at the Music Hall on March 23. He was long identified with United Detroit Theatres as assistant to Earl J. Hudson—with time out for three years with the Marines overseas during World War II. Recently he was theatre supervisor for W. S. Butterfield Theatres.

Loll has been appointed Music Hall treasurer. Since 1918 he has been behind ticket windows at Detroit legitimate theatres, at the opera, state fair and other amusement centers.

Green was named Detroit press representative. He has been with M-G-M and Columbia as well as such theatrical personalities as Rubinoff, Olsen and Johnson and Benny Goodman.

WB Premiere for Theatre Anniversary

NASHVILLE, Feb. 25.—Joint ceremonies for the world premiere of Warner Brothers' WarnerColor production of "She's Back On Broadway" and the first anniversary of the Tennessee Theatre, Crescent Amusement showcase, will take place here tomorrow.

Celebration activities as set by Kermit Stengel, of Crescent, and Floyd Rice, manager of the theatre, will include ceremonies on Church Street, the main thoroughfare, which will be renamed "Broadway" in honor of the film and world premiere.

Start Manufacture of Stereophonic Unit

HOLLYWOOD, Feb. 25.—Stencil-Hoffman Corp., which designed the camera-motor control system used in interlocking the Natural Vision cameras for filming "Bwana Devil," has announced the commencement of the manufacture of a stereophonic magnetic film reproducer designed especially for companies producing films intended for big-screen systems such as CinemaScope.

The multi-channel recording device is claimed to obviate difficulties inherent in optical-recording systems when more than a single channel is needed. The Stencil-Hoffman mechanism is expected to sell for around $3,000.

Rites for Sam Pasqua

NEW ORLEANS, Feb. 25. — Services were held Sunday in Gonzales, La., for Sam Pasqua, 49, an exhibitor in that town who died here on Friday of a heart attack. He is survived by the widow, two sons and four brothers.

35c FPC Dividend

OTTAWA, Feb. 25.—Famous Players Canadian Corp., Ltd., declares a 35c dividend payable March 27 to shareholders of record March 12.

Grosses High, Despite 'Limelight' Pickets

WASHINGTON, Feb. 25. — Despite American Legion picketing, the Plaza and Little theatres are doing "very satisfactory" business with Charlie Chaplin's "Limelight," according to a spokesman for Roth Theatres, which operates both houses.

He said receipts since the film opened last Thursday have been "strictly comparable to receipts for some of our best previous showings." A run of "certainly not less than six or seven weeks" is assured, he stated.

The Legion's picketing has come under strong editorial attack in Washington newspapers and has also received some criticism from Washington pulpits.

3 Firms Now Making Viewers for 3-D

Entrance of two additional companies into the marketing of polarized glasses for viewing tri-dimensional pictures may offset unconfirmed rumors of a "black market" in the viewers. Newest organization to enter the field is Commerce International, of which Matthew Fox is a partner. Fox said here yesterday that C-I is setting up plans for the distribution of viewers manufactured by Depix Corp. of Long Island. The glasses will be of the "throw-away" type.

Aside from the Polaroid Corp., the only other company making the viewers is an Ohio company, Polacoat, Inc.

N.J. Allied Protests "Peter Pan" Terms

Allied Theatre Owners of New Jersey this week aimed its guns at RKO Radio for terms allegedly being asked on Walt Disney's "Peter Pan," claiming that the deal is 60-40, with the 60 per cent going to distribution. Admitting that it is necessary "for the welfare of the industry that as many theatres play this picture as possible," an Allied bulletin asserts that the terms are an "economic impossibility."

The New Jersey unit claims that "if this continues, the thought of many exhibitors that distribution intends to write off many theatres in this country may well be a fact in spite of protestations."

UA Sales Drive

(*Continued from page* 1)

Arthur B. Krim and his management colleagues, was launched at the start of the ninth week of the drive that is named for Kranze, United Artists' general sales manager.

UA TV Sales

(*Continued from page* 1)

grams in 27 markets. A new series, tentatively titled "Telegram," is expected to be available in three months. Steve Sharff is the producer.

N.Y. Variety

(*Continued from page* 1)

of the foundation, he said, is the support of the newly designated Variety Club Clinic for Epileptic Children at the Neurological Institute at Columbia-Presbyterian Medical Center. While the directors of the foundation were not announced, Lachman said that William German, of William German, Inc., would head the project and that he had donated $1,000 personally to the enterprise.

Doctors Spoke

Dr. H. Houston Merritt, of the Neurological Institute, and Dr. William Caveness, his associate, will direct the Variety clinic. Both doctors spoke at yesterday's luncheon, explaining aspects of the disease and pointing out that more than 40,000 children in the Metropolitan area required medical attention. At present, the clinic handles a case load of 650 children.

Also speaking at the meeting was Jack Beresin, international chief barker, who announced that a charter had just been granted for a tent in Hamburg, Germany, and that a new tent soon would start in Cairo, Egypt.

Sees Bigger, Fewer Films with 3-D

ATLANTA, Feb. 25.—The advent of three-dimensional films will mean fewer but bigger pictures and bigger grosses but fewer theatres, E. D. Martin, president of Martin Theatres, told a meeting here of the Theatre Owners of Georgia.

Martin, who recently made a study of three-dimensional developments in New York, feels that regular films have reached their zenith and that "three-dimensional films will be a sorely needed shot in the arm." He forecast that the progress of motion picture theatres into the 3-D field would be "gradual."

The Georgia unit will meet jointly with the Alabama TOA unit at the Biltmore Hotel here May 31-June 2.

3-D Advances Mich. Allied Convention

DETROIT, Feb. 25.—Ernest T. Conlon, executive secretary of Allied Theatres of Michigan, reports that the Allied unit will hold its 34th annual convention April 27-29 at the Tuller Hotel here.

The date of the convention was moved up to spring from the fall when it is usually held, because of rising concern over three-dimensional films and other changes in the industry.

Pierce Parkhurst, of the Lansing Drive-in in Lansing, was appointed chairman of the convention committee. Sen. Homer Ferguson is expected to be present as a speaker at the convention.

Special drive-in theatre programs are being set-up also, in regard to three-dimension.

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APRIL 8

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VINCENT PRICE · FRANK LOVEJOY · PHYLLIS KIRK
CAROLYN JONES · PAUL PICERNI · SCREEN PLAY BY CRANE WILBUR PRODUCED BY BRYAN FOY DIRECTED BY ANDRE DeTOTH

Pimstein

(*Continued from page* 1)

recently, Hughes, the current board chairman, regained the stock.

In his 26 years with the company, Pimstein's activities embraced virtually all phases of law in distribution, production and exhibition. One of RKO's oldest employes in point of service, he started with B. F. Keith Corp. in the days of the late E. F. Albee and Maurice Goodman and in 1928 assisted in the merger of the Keith-Albee and Orpheum vaudeville circuits into Keith - Albee - Orpheum and in the formation shortly afterward of Radio-Keith-Orpheum.

Until 1939 Pimstein handled matters affecting RKO theatres. Thereafter until assuming the post of vice-president, he specialized in anti-trust litigation and was in charge of motion picture arbitration proceedings in which RKO was named as a party.

Industry Trade Fair

(*Continued from page* 1)

here of Ontario exhibitors, the Motion Picture Industry Council of Canada and the National Committee, Motion Picture Exhibitors Associations of Canada, and the participation of the Association of Motion Picture Producers and Laboratories of Canada.

The MPTAO guiding committee consists of President J. D. McCulloch, Petrolia; Lou Consky, Haliburton; Morris Stein, Famous Players; Jack Clarke, Loew's, and Myer Axler, 20th Century Theatres, Toronto.

Review

"Small Town Girl"

(*Metro-Goldwyn-Mayer*) *Hollywood, Feb. 25*

MUSICALLY this production by Joe Pasternak ranges from hymns to beat tunes, and back again, with Jane Powell principally in charge of the vocal department, Ann Miller doing sparkling justice to the dance requirement, and Farley Granger the young man in the third corner of the approximately equillateral triangle. The story shuttles back and forth between a small town named Duck Creek and a big one named New York, much as the music switches from the churchly to the nightclubby, and the Pasternak skill makes the contrast an asset. The picture appears to have been pointed directly at the under-30 age group, and it was a predominantly under-30 audience that caught the press preview at the Westwood Village Theatre, hard by the U.C.L.A. campus. If under-30 audiences generally react to the picture as this one did there is no question about its future.

The tale told in the script by Dorothy Cooper and Dorothy Kingsley, based on a story by the former, opens with the arrest of wealthy young Granger for speeding through rural Duck Creek at 85 miles per hour en route to his wedding with Broadway musical comedy star Ann Miller. Miss Powell plays the daughter of the local judge (Robert Keith) and the rest of the narrative deals with the romance that springs up between Granger and Miss Powell, as the one between Granger and Miss Miller dies out. None of it is dealt with more seriously than the rules of musical comedy requires, and none of it taxes the directorial capacities of Leslie Kardos.

Bobby Van, playing a stage struck youth, turns in some fine dance routines. Nat King Cole contributes a rendition of "My Flaming Heart" in a nightclub setting. The music composed by Nicholas Brodszky and Leo Robin is generally good. Musical direction was by Andre Previn and music numbers were staged by Busbey Berkeley, with their usual artistry. The color by Technicolor treatment is splendid.

Running time, 95 minutes. General audience classification. Release date not set.

WILLIAM R. WEAVER

Drive-in Tax Proposed

NASHVILLE, Feb. 25.—Imposition of a tax of five cents per patron on drive-in theatres in Tennessee is proposed in a bill introduced in the state legislature by Rep. Paul A. Phillips of this city. Revenue from the proposed levy would go for public education.

Berkowitz, Veteran Operator, Retires

Michael (Mike) Berkowitz, veteran New York Capitol Theatre projectionist, has retired after 63 years in the amusement industry, 23 of which were spent at the Capitol.

Berkowitz made many contributions to motion picture technology, having built with the late Frank B. Cannock the Simplex, Cinematograph and Edengraph projectors. Berkowitz also produced the 65mm. Vitascope, a combination projector which could run both 65mm. and 35mm. on the one machine, all at a cost of approximately $100 per projector.

Berkowitz is said to have been the first projectionist, having operated the first projector, by hand, at the Gaiety Museum on the Bowery in 1890. He operated his own machine shop in New York for many years prior to his affiliation with the Capitol. He held many union offices with Local No. 306, and was for years president of the 25-30 Club here.

UA to Release New Paal Production

"There Is No Escape," produced by Alexander Paal, has been acquired for release by United Artists. Arrangements for the acquisition of the film, which was directed by Terence Fisher and will star Paul Henreid, were completed yesterday prior to Paal's departure for England aboard the *S. S. Queen Mary.*

Promoting 'Anna'

The Italian Films Export release, "Anna," will open at the 4,000-seat Metropolitan in Boston on March 12, Jonas Rosenfield, Jr., IFE advertising-publicity head, discloses. Arthur Herzog, Jr. of the company's special exploitation force, is in Boston setting up intensive area campaigns for the film's opening in several other New England Theatres' houses.

MARCH 5th

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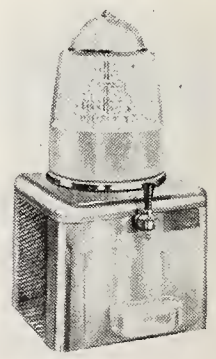
AS PART of its program for 1953, the Prestoseal Manufacturing Corp. of Long Island City, N. Y., will introduce a new professional model Prestoseal film splicer. In making this announcement, Leonard A. Herzig, the company's president, told also of plans for extensive promotion of their compact PRO Model microfilm splicer and an overall sales and advertising program already under way. The entire set-up is to be exhibited at the National Microfilm Association Show, March 19-20 at the Waldorf-Astoria Hotel in New York. The PRO Model Presto-Splicer is distributed in the motion picture field by RCA Victor, Camden; the S. O. S. Cinema Supply Corp., New York, and Reeves Equipment Corp., also of New York.

•

Purchase of the manufacturing facilities of the Industrial Vacuum Cleaner Department of General Electric has been completed by Multi-Clean Products, Inc., St. Paul. In a new factory now under construction at St. Paul, Multi-Clean will carry out production of the Industrial line, using the same models of construction but distributing under a new trade name.

•

Pictured herewith is an animated, refrigerated juice dispenser for snack bar counter display, manufactured by Majestic Enterprises, Ltd., Los Angeles. Known as "Model 720-R," it has a new type circulating pump that sprays the beverage to the top of the pastel dome and then showers it down over Lucite cascades. The unit has a stainless steel cabinet and a capacity of 8½ gallons. Counter space required is 17½-x-18½ inches.



•

For refreshment operation, Helmco-Lacy of Chicago has a new hot chocolate dispenser with a capacity of 56 cups. It features the company's "Dial-a-Heat" temperature control unit, which is designed to keep the beverage at a steady heat automatically. Three temperature settings are available: low, serving, and high. When the desired temperature is dialed, the dispenser automatically reaches this heat, it is explained, and holds it until changed.

•

A new chemical designed to reduce air odors by treating fabrics has been developed by L. S. Green Associates, New York. Called "Dust-Seal," the process prevents bacterial action on the fiber of upholstered seats and carpeting, the company explains, adding that the waste product of this action is a source of bad air.

Import Quota

(*Continued from page* 1)

many industries, with the film business having a prominent part.

The dollar allocations for the purchase of foreign pictures in Japan remain in doubt but this factor, too, is expected to come out of the trade parleys. In the past, Japan allocated $6,000,000 for foreign films and Shiotsugu said the figure probably would remain the same, although Japanese distributors do not believe that the amount is sufficient.

Shiotsugu said that the Japanese government was concerned over the accumulation of unremittable yen which is put aside each month by foreign companies from earnings. This amounts to about $400,000 a year and the government is seeking ways of having the money put to beneficial use.

Masatoyo Takano, who is both branch manager and publicity director of the Japanese company, and who accompanied Shiotsugu here from Japan, said that American pictures were the most popular in Japan.

The Japanese distributors said that native production was on the upbeat. In 1951, they said, Japan turned out 208 pictures, the schedule having been increased to 256 last year. It is expected that 275 features will be turned out this year and that the figure will hit 300 next year. In addition to features, Japanese companies are producing what are called "sister pictures," 50-minute subjects. Their purpose is to create a possible double bill market in Japan.

Shiotsugu and Takano have been here for more than two weeks conferring with Norton Ritchey, president of Monogram-International, and William Osborne, assistant export manager. Osborne will leave shortly for an extended tour of the Far East.

Dunningcolor 3-D

(*Continued from page* 1)

that figure. Dunningcolor equipment is offered at 10 per cent of the production cost plus five per cent of the picture's gross. NV terms are $25,000 plus five per cent of the film's gross. Dunningcolor executives say the unions have okayed their use of a four-man crew on their single-camera equipment instead of the eight-man crew required for two-camera equipment.

The Dunningcolor camera, 15 years under development, feeds two negatives past twin lenses set abreast, one-and-three-tenths inches apart, thus dispensing with the mirrors used in most three-dimensional systems, and can handle black-and-white as well as color. Two projectors and polarized viewers are required.

White House Meet

(*Continued from page* 1)

clined to agree with this point of view, but have argued that the tax collects too much revenue for the Federal government to give it up at the present time.

The President announced the meeting at his weekly press conference. He said the conference was being called to discuss several matters affecting the proper division of functions between state and Federal governments, but that taxes and Social Security problems would have top priority.

DeMille Cites Own Experience To Belie Pessimistic Outlook

Cecil B. DeMille again expressed his optimism about the health and future of the industry here yesterday, citing his own experience.

About four years ago when some people said the industry was going down-hill and that home television was too tough as a competitor, "Sampson and Delilah" broke every Paramount and every DeMille record, he said. When things got worse, in the industry "The Greatest Show on Earth" was released, he said, and that the picture has been seen by more people than any other film in the world, breaking all Paramount and DeMille grossing records.

"If you have something the people want to see, they'll come to see it," he concluded. He acknowledged that unlike other years people no longer go to the theatre simply to see any picture. Today, DeMille declared, the public wants a good picture.

DeMille Cautious

(*Continued from page* 1)

is greater today than it was years ago with the advent of sound. DeMille added, however, "What will come out of it, I don't know. Your guess is as good as mine."

The veteran producer, most of whose films have been released through Paramount Pictures, acknowledged that wide-screen processes such as Cinerama and 20th Century-Fox's CinemaScope have great possibilities for panoramic scenes. But he questioned the dramatic impact which such large screens would have for emotional, intimate close-ups. He also questioned the long-term merits of 3-D systems. "I don't think you should have to have mechanical tricks to bring people into theatres," DeMille declared.

DeMille maintained that what has made the screen attractive to millions of people throughout the world is its intimacy, the capability of the screen to grasp and place the audience on stage within a few feet of life-like characters and the competence of the screen to transmit thought with its images. In his exposition, DeMille pointed out that these views were first expounded and put to use by the late D. W. Griffith. They are still valid today, he added.

The producer claimed that the first five or six three-dimensional and wide-screen films could not be judged solely on their box-office draw because of their novelty appeal. He predicted that after the novelty aspect wears off, audiences will be seeking "a good show" rather than a "mechanical device." Unlike sound which appealed to one of man's five senses, 3-D and wide screen processes open up no new avenue to man's senses, DeMille claimed.

In the use of wide-screens, DeMille saw the necessity of reducing the size of the picture for more emotional, intimate scenes. He skeptically added, however, that audiences may get used to seeing mammoth figures on the screen for close-ups.

DeMille described Hollywood as "a maze" today with executives experimenting and testing numerous 3-D and wide-screen processes daily. He said that he has seen tests of 20th's CinemaScope system, which has still to be unveiled to the trade and public, and found them "interesting" and the results "good."

As to which 3-D or wide-screen system will eventually emerge in the industry, DeMille said the decision will rest in the hands of the public after audiences have had a chance to compare various processes. Asked whether his forthcoming production, "The Ten Commandments," will be produced in a 3-D or in a wide-screen process and which of the current processes, DeMille replied, "It'll be in the most advanced form of film production." In light of the unsettled state of affairs, he said he was "delighted to be caught in between pictures." He said that he will move slowly on shooting the picture, which he said will be the most costly in his long career. A tentative starting shooting date for next October, he went on, has been postponed and it'll be about another year before shooting begins, pending the calming down of the 3-D situation. "I won't be asleep at the switch," DeMille promised.

DeMille, who was recently honored by the Freedom Foundation, said that he planned to leave here Friday for Cleveland to receive the "Oscar" of the Cleveland press, which selected his "Greatest Show on Earth" for an award. Last Sunday, DeMille received the Freedom Foundation's George Washington award for the best address in 1952, an address rendered by DeMille to the Veterans of Foreign Wars. The $1,000 cash prize which came with the award, he added, has been turned over to the DeMille Foundation for Political Freedom and the Right to Work.

Cleveland Exhibitors at Tribute for C. B. DeMille

CLEVELAND, Feb. 25.—Several hundred exhibitors of the Cleveland area have made reservations to attend an industry luncheon to be held Friday, in the Statler Hotel in honor of Cecil B. DeMille who is coming here to accept the third annual award of the Cleveland Film Critics Circle in behalf of "The Greatest Show on Earth" which won their vote as the best picture shown in Cleveland during 1952.

Yates Defends

(*Continued from page* 1)

lower cost Westerns," and asserted that his first responsibility was to the company's stockholders.

Yates' letter of Feb. 21, in response to the exhibitor leader's letter of Jan. 27, said that his solution to the crisis of the company was to eliminate the production of B pictures and to establish a program of 18 to 20 de luxe productions during 1953 costing from $750,000 to $2,000,000 each. In view of the directors' feeling that the necessary financing of $5,000,000 could not be procured from the company's stockholders, and not wishing to stop production of pictures, "I agreed that we must seek other sources of revenue and the only other source was to sell some of our old pictures to television, that is old pictures exhibitors would not buy at any price."

Pointing out that the "entire industry, production, distribution, and exhibitors were getting into TV," he asks "why the attempt to make a goat of Republic Pictures, whose loyalty has never been questioned? . . . .To date over 3,000 pictures have been offered to TV. Of this total, 150 were offered by Republic." Asserting that the company's 1953 program could not be carried out without the income from TV, he continues "I assure you that every dollar collected from TV will be used in production."

Yates concludes by asking Kirsch what he would do if he were in Yates' position, and says "We believe our efforts during 1953 are entitled to the sympathy and support of all exhibitors," and pledges his willingness to meet with Kirsch and his board of directors to discuss the problem, which he says would convince them of the "loyalty and good will of Republic to members of your organization on a level with any other studio or producer of motion pictures."

Filming Starts on $5,000,000 'Robe'

HOLLYWOOD, Feb. 25.—Following 10 years of script and production preparation, CinemaScope filming of "The Robe," Lloyd C. Douglas novel, began here this week. 20th Century-Fox announced.

With color by Technicolor, it is being produced by Frank Ross at a cost of $5,000,000—"the most expensive film ever made by 20th Century-Fox." Henry Koster is the director and Leon Shamroy the cameraman.



Hope and Rooney, Paramount's Big New Team are Big News for Easter!

Bob and Mickey are linked up for laughs—as the M. P.'s who mean *MORE PROFITS!*

"May well be Paramount has hit on a combination for future vehicles."
—*M. P. Daily*

"Most entertaining Hope picture in the last several years."
—*M. P. Herald*

"Rooney's role his best!" —*Variety*

BIG THINGS COMING!

3-D SANGAREE
Soon—Color by Technicolor

George Stevens' SHANE
—in July
Color by Technicolor

OFF LIMITS

starring
BOB HOPE
MICKEY ROONEY
MARILYN MAXWELL
co-starring
EDDIE MAYEHOFFE

—that guy who had 'em howling in "The Stooge" and "That's My Boy"...

with
STANLEY CLEMENTS • JACK DEMPSEY • MARVIN MILLER

Produced by HARRY TUGEND • Directed by GEORGE MARSHALL • Story and Screenplay by HAL KANTER and JACK SHER

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 39 NEW YORK, U.S.A., FRIDAY, FEBRUARY 27, 1953 TEN CENTS

WB Deal with Fabian to Be Finalized Mon.

Officers to Be Officially Elected on Same Day

The consummation of the $7,498,994 Fabian-Brothers Warner deal, under which the interests of Si H. Fabian, president of Fabian Enterprises, Inc., acquires the controlling stock interest of Brothers Warner in the new Stanley-Warner Theatre Co., has been set for Monday.

This was revealed here yesterday by Fabian, who said immediately following the consummation of the agreement, the board of directors of the new theatre company would meet and elect officers. The slate of Stanley-Warner officers and directors already has been published in *Motion Picture Daily*.

Fabian explained that in addition

(*Continued on page 3*)

Seeks Ways to Halt Showing of Silver City Picture Abroad

WASHINGTON, Feb. 26.—Rep. Donald Jackson (R., Calif.) asked Administration officials today whether anything could be done to prevent the exporting of prints of the film now being produced at Silver City, N. M.

Jackson said, in similar letters to Attorney General Brownell, State Secretary Dulles and Commerce Secretary Weeks, that showing of the film abroad would "do irreparable harm to this country."

The letter to Brownell called atten-

(*Continued on page 6*)

DeMille and 'Show' Win ITOA Awards

Cecil B. DeMille was the outstanding producer-director of 1952 and his "The Greatest Show on Earth" was the top money-making picture of the year, according to the results of a poll of 10,000 theatres in the United States conducted by the Independent Theatre Owners Association of New York.

Harry Brandt, ITOA president,

(*Continued on page 3*)

Joseph M. Schenck Resigns 20th-Fox Production Post

HOLLYWOOD, Feb. 26.—Joseph M. Schenck, who has been executive production head of 20th Century-Fox here, resigned his post today in a letter to president Spyros Skouras and vice-president in charge of production Darryl F. Zanuck.

He gave as his reason that his time was preempted by his large theatre holdings, noting that he was principal owner of the United Artists Theatre Circuit, which he organized in 1926 and reportedly resigned from in 1950.

In 1935, 20th Century Pictures, which Schenck headed, merged with Fox Film Corp., and formed the present corporation, 20th Century-Fox. Schenck became chairman of the board of the new company and continued in that position until his resignation in June, 1942, when Wendell L. Willkie took over the post.

Schenck entered the amusement industry in 1908 and in 1912 purchased Palisades Park, Ft. Lee, N. J., in which Marcus Loew became a partner. After becoming an executive in the Loew organization, he shortly thereafter resigned to go into independent motion picture production. He became chairman of the board of the United Artists Corp. in 1924 and two years after formed the theatre company. He was president of UA in 1927. In 1933, he formed, with Darryl Zanuck, the production company which merged with Fox Films.

Favors Long Statute On Anti-Trust Suit

WASHINGTON, Feb. 26. — House Judiciary Committee chairman Reed (R., Ill.) said he is inclined to favor legislation providing a relatively long —five or six years—Federal statute of limitations on private treble damage anti-trust suits.

Reed emphasized that he is "not wedded to any particular time limit,"

(*Continued on page 3*)

Int'l Drive-in Unit At Compo Meet

DALLAS, Feb. 26. — Robert J. O'Donnell, co-chairman of the Texas Council of Motion Picture Organizations, after a meeting with the executive board, announced that the dates for the Texas COMPO conference had been changed from June 1-3 to Sept. 14-17. O'Donnell stated that it would be a joint conclave with the

(*Continued on page 3*)

Bi-Partisan Commission To Study Tax Situation

WASHINGTON, Feb. 26.—The Eisenhower Administration, members of Congress, and spokesmen for state governors have agreed to set up a special bi-partisan commission to make recommendations on eliminating overlapping state and Federal taxes.

The commission was suggested by President Eisenhower at a special White House conference this morning. Members will probably be named next week, and it is hoped that the commission will be able to make a final report early next year, with possibly some stop-gap recommendations even earlier.

The President met for two and one-half hours with key members of Congress, representatives of the Conference of State Governors and Administration aides. A White House announcement said they had discussed

(*Continued on page 6*)

Homeland, Majors Settle Trust Suit

WASHINGTON, Feb. 26.—Attorneys for the Homeland Amusement Co. and for the eight major distributors today agreed to a settlement of the Homeland's $750,000 anti-trust suit against the film companies.

Robert E. Sher, attorney for Homeland, said his client had received an "improvement in run" for its Rex

(*Continued on page 3*)

Rise in Loew's Earnings Seen By Moskowitz

Stormy 'Holders Meet Reveals Company Plans

By MURRAY HOROWITZ

A rise in Loew's earnings to 40 cents per share for the first 28 weeks of the current fiscal year, compared to six cents per share earned in the first 12 weeks was forecast here yesterday by Charles C. Moskowitz, vice-president and treasurer, at the company's annual meeting of stockholders.

The two-hour-and-fifteen minute meeting was marked by constant charges leveled against management by individual stockholders. The charges brought out details on Loew's plans for 3-D and CinemaScope, economies, and other matters. The steady flow of questions also revealed a loss of $134,000 sustained in the sale of 11 theatres as required by the consent

(*Continued on page 2*)

20th's CinemaScope Cited at Loew's Stockholders Meet

Twentieth Century-Fox's wide-screen CinemaScope process was given a big boost here yesterday by Charles C. Moskowitz, vice-president and treasurer of Loew's, at the annual Loew's meeting of stockholders.

At the same time, Moskowitz revealed the deep reluctance of Loew's to enter the home television field, explaining that the company's welfare was tied up with the welfare of theatres.

"CinemaScope has everything Cin-

(*Continued on page 3*)

Friars' Testimonial To Hope Tonight

Bob Hope will be the guest of honor here tonight at the annual banquet of the New York Friars Club. More than 1,000 of show business, industry, government and the Armed Forces will pay tribute to Hope for his achievements as an entertainer and humanitarian, in the Hotel Waldorf-Astoria, where friends and admirers from Hollywood, Washington

(*Continued on page 3*)

Personal Mention

SAMUEL GOLDWYN is scheduled to arrive here from the Coast on Monday.

•

NATE J. BLUMBERG, Universal board chairman, is scheduled to arrive here from the Coast this-weekend. MILTON RACKMIL, president; AL DAFF, executive vice-president, and BEN COHN, foreign department executive, are due back here Monday from a South American trip.

•

W. B. POTTER, Eastman Kodak Co. director of advertising, has received the first annual leadership award of radio station WHAM, the Stromberg Carlson station in Rochester, N. Y.

•

DAVID A. LIPTON, Universal vice-president in charge of advertising-publicity, will arrive in New York from Hollywood on Monday.

•

BLAKE MCVEIGH, assistant to HARRY GOLDSTEIN, Allied Artists' Eastern publicity representative, has returned here from Toledo.

•

GUY MEEK, president of Guy Meek Theatres of Northern California, is in Korea until March 1 on Navy business.

Censor Fears Flood Of Improper Films

HARRISBURG, Pa., Feb. 26.—Mrs. Edna R. Carroll, chairman of the State Board of Censors, who cited recent decisions of the U. S. Supreme Court stripping state film censorship groups of some of their powers, said that as a result Pennsylvania may be in for a deluge of "objectionable and salacious" films.

Mrs. Carroll said that as a result of this ruling the board has been powerless to halt a new wave of pictures dealing with sex and other objectionable matters.

Objectionable films come not from the large film-making companies but from fly-by-night firms trying to make "a fast dollar," Mrs. Carroll claimed.

"Conditions now are about what they were in 1915 when Pennsylvania first began censorship of films," the official said, explaining that under the 1915 law, set up when the industry was still young, the Pennsylvania Board was empowered to disapprove such pictures as are "sacrilegious, obscene indecent, or immoral, or such as tend in the judgment of the Board to corrupt morals.

20th-Fox Quarterly Dividend Pays 25c

A quarterly dividend of 25 cents per share on 20th Century-Fox's outstanding common stock has been declared by the company's board of directors. The dividend is payable on March 28 to stockholders of record on March 10.

Rise in Loew's Earnings Seen

(*Continued from page* 1)

decree, the breakdown of theatre and production-distribution profits, the profits made on candy and other phases of Loew's operations.

Despite the objections voiced at the overflow meeting, over 4,000,000 proxy votes were garnered for the reelection of the 11-member management slate of directors. Immediately following the meeting, the board reelected the present officers, headed by Nicholas M. Schenck, president.

The estimated rise of net earnings to 40 cents per share for the first 28 weeks was cited in answer to expressions voiced by stockholders over the drop in dividend payments and the market value of the stock. However, Leopold Friedman, vice-president, secretary and counsel, who was chairman at the meeting, declined to make any prediction on future dividend policy, explaining that such policy must be decided by the board of directors.

Main Attack

The main attack by stockholders attending the meeting who represented an aggregate of 29,526 shares, was the decline in the annual dividend rate from $1.50 to 80 cents per year. Many stockholders attending did not voice any opposition to management and there were a few expressions of praise. One of those commending management was Walter Higgins, representing Associated Prudential Theatres, Inc., which owns Loew's stock.

Speaking on the 3-D problem, Higgins said that he has every confidence in 3-D when M-G-M enters the field. The outline and details of Loew's plans for 3-D and 20th Century-Fox's wide-screen process, CinemaScope, in which Loew's will cooperate, appears elsewhere in this issue, also a report on Loew's attitude regarding the films for television problem.

In light of unsettled conditions in the industry brought on by 3-D, Loew's has reduced its production schedule, Moskowitz said. Loew's current inventory of conventional films was put at $80,000,000. However, Moskowitz told stockholders that 3-D "won't come overnight" and that it is still to be decided whether it's a novelty or here to stay.

Moskowitz, in response to a query, said that breaking down the over-all operations of Loew's in the fiscal year of 1952, which ended Aug. 31, earnings were divided 43 per cent from theatre operations, compared to 46 per cent in the previous fiscal year. This was arrived at, he added, by arbitrarily dividing the funded debt equally between the two groups, the other being production-distribution operations. Net earnings in 1952, according to the company's annual statement, were $4,692,806, equivalent to 91 cents per share, compared to $7,804,370, equivalent to $1.52 per share in the previous year.

The vice-president and treasurer saw the possibility of "Quo Vadis" outgrossing "Gone with the Wind" on the basis of revenues already realized. He said that 38 per cent of Loew's film income was derived from the foreign market. He also said that $970,000 was earned during the last fiscal year from the sale of candy in Loew's Theatres, which has an agreement with Peoples Candy Co. Moskowitz defended the agreement, overriding the observation by a stockholder that a member of the candy supply firm is a relative of Schenck's. The income from People's Candy, he said, is comparable to the earnings derived from concessions by any other theatres. Moskowitz acknowledged that the sale of WMGM, a New York radio station owned by Loew's, was the subject of negotiations, but he said the station has not been sold. He reminded stockholders that the terms of the consent decree, which calls for divorce of exhibition and production-distribution phases of the company by Feb. 6, 1954, provides for the sale of 13 additional theatres. The 11 properties already sold, he added, has resulted in a $134,800 loss.

$6,000,000 on Advertising

During 1952, Moskowitz disclosed, $6,000,000 was spent on advertising, a figure heightened by the "Quo Vadis" campaign.

On the over-all operations of the company, he assured stockholders that "considerable" further economies are planned, in addition to the voluntary pay cut from 25 to 50 per cent on salaries from $1,000 per week and over, instituted last September. Stockholders were informed that the company's retirement plan cost stockholders about 25 cents per share and that $31,500,000 has been paid in, with the funds being held by the Equitable Insurance Co. Over a nine-year period, it was added, about $4,000,000 has been paid out in benefits.

Many attacks against management centered around the profit-sharing agreements held by Schenck, Edgar J. Mannix, vice-president, and J. Robert Rubin, vice-president and counsel, with the sentiment being expressed they should forego profit-sharing until the financial status of the company is improved.

Stockholder Weinstein deplored the amount of shares of stock owned by the directors, claiming that it was too little, indicating a lack of faith in the company. He called for the admission of two independent directors on the board. Attacks were made by other stockholders on what was claimed to be the high salaries paid to officers of the company.

A letter from stockholder James Fuller was read which called for the appointment of a committee looking toward the liquidation of the company in light of the drop in earnings. This proposal was dropped by Fuller's representative attending. Other proposals looking toward the appointment to the board of "independent" directors were not acted upon.

Of the 5,142,655 shares outstanding, 4,056,000 shares were represented either in person or by proxy.

Besides Schenck, the following officers were reelected: Moskowitz, vice-president and treasurer; Rubin, William F. Rodgers, Dore Schary, Mannix, Howard Dietz, Joseph R. Vogel, Benjamin Thau, Marvin H. Schenck, J. J. Cohn and Louis K. Sidney, all vice-presidents; Friedman, vice-president and secretary; and Jesse T. Mills, controller and assistant treasurer.

Atlas Has $1,623,512 In Film Stocks

The Atlas Corp. yesterday released a report on its holdings as of Dec. 31, 1952, which disclosed common stock holdings in three film corporations.

Atlas holds 25,000 shares of Paramount Pictures stock, valued at $703,125; 76,500 shares of RKO Pictures, valued at $315,562 and 93,050 shares of Walt Disney Productions, valued at $604,825. The number of shares held in the three firms represented no change since the 1951 year-end report. It was also revealed that Atlas had disposed of 25,000 shares of United Paramount Theatres Stock, and held none as of Dec. 31.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"Tonight We Sing"
Ezio PINZA • Roberta PETERS
Tamara TOUMANOVA • David WAYNE
Color by TECHNICOLOR
A 20th Century-Fox Picture
plus Spectacular STAGE PRESENTATION

DEAN MARTIN and JERRY LEWIS
HAL WALLIS' Production
THE STOOGE
A Paramount Picture
in Person JONI JAMES DAVE BARRY LEWIS and VAN Extra Added Attraction JOHNNY LONG And His Orchestra
PARAMOUNT TIMES SQUARE
Midnight Feature

2 BIG I. F. E. HITS ON B'WAY!

SILVANA MANGANO as Anna
co-starring VITTORIO GASSMAN
BRANDT'S GLOBE B'way & 46th St.


2nd MONTH FERNANDEL In "THE LITTLE WORLD OF DON CAMILLO"
BIJOU 45th St. W. of B'way • CO 5-8215

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CinemaScope

(*Continued from page* 1)

erama has and it is cheaper to project and shoot," Moskowitz declared. The vice-president and treasurer said that he had seen tests of the process and he had "liked" what he saw. Moskowitz told stockholders that Loew's had been experimenting along the same lines as 20th-Fox, but rather than duplicate expenses, it was decided to move along with CinemaScope.

Moskowitz refused to divulge the agreement between Loew's and 20th-Fox regarding CinemaScope, but said that "we don't have to pay" for the use of the process and that 20th-Fox could not stop Loew's from using it. He said Loew's, which helped to develop the system, has its own rights to the process and "we have access to everything."

As to 3-D, Moskowitz said Loew's is currently shooting one film and another would start in three weeks, both requiring the use of spectacles.

The declaration in support of theatres versus home TV came in response to a stockholder's question of why Loew's has not entered the TV field. Moskowitz replied that "we have a great consideration for the 12,000 to 14,000 theatres who are playing our pictures." There are "still . . . a great many customers in theatres," he added. Moskowitz acknowledged that company executives are constantly weighing the decision of selling old films to TV, but "the jury is still out."

As to entering the field of producing TV film shorts, Moskowitz claimed it was not a lucrative market.

Hope Testimonial

(*Continued from page* 1)

and Broadway will be on hand. Proceeds from the $50-a-plate dinner will go to the United Cerebral Palsy, one of Hope's favorite charities. George Jessel will be toastmaster.

Invited to the dais with Hope and Jessel were Eric A. Johnston, Bernard Baruch, Adolph Zukor, Fred Allen, Danny Kaye, Milton Berle, U. S. Senator W. Stuart Symington, Maj. Gen. Emmett O'Donnell, NBC president Frank White, RCA president Frank M. Folsom, Louis P. Seltzer, publisher of the *Cleveland Press;* Jesse Block, Richard Rodgers, Oscar Hammerstein III and Harry Delf, Dean of the Friars.

Willis Vance Heads Ohio Buying Group

CINCINNATI, Feb. 26.—Willis Vance was elected president of the Theatre Owners Corp., a buying and booking agency, at the annual stockholders meeting. Charles Ackerman was named first and Louis Wiethe, second vice presidents. Maurice Chase was elected treasurer and Herman Hunt, secretary. Rex Carr was reelected general manager and assistant secretary and treasurer.

BECAUSE WE KNOW IT'S SO
WE KEEP ON SAYING . . .
FILMACK GIVES YOU MORE SHOWMANSHIP PER DOLLAR AND THE FASTEST SPECIAL TRAILER SERVICE IN THE WORLD.
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630 NINTH AVENUE, NEW YORK

Warner-Fabian Deal

(*Continued from page* 1)

to assuming the presidency of the new Stanley-Warner Co., he will retain his position as president of the Fabian circuit. The same holds true for Samuel Rosen, who will assume the post of vice-president and treasurer of Stanley-Warner, in addition to keeping his post of the same title with the Fabian circuit.

Fabian said that he and other officers of the Stanley-Warner Theatre Co. would have offices in the Warner Brothers home office building.

The cash transaction between Fabian and Brothers Warner will culminate the divorcement of Warner Brothers' exhibition and production-distribution units as required by the consent decree. Brothers Warner have elected to retain their stock and executive posts with the picture company, moving out of the exhibition field. According to present plans, the two new companies will begin functioning as separate entities on Monday. Brothers Warner and their families sold their approximately 27 per cent stock interest to Fabian.

The incoming president of Stanley-Warner Theatres said that he contemplated no major changes in personnel. Asked for his views on 3-D, he said the public apparently likes the process, based on the grosses of 3-D films. Eventually every Fabian and Stanley-Warner theatre, he said, will be equipped for 3-D projection. Primary theatres, he added, will be converted initially. Such conversion, he explained, was based on the fact that virtually every major company plans to produce some films in 3-D.

Fabian who is also chairman of the National Exhibitors Theatre Television Committee, said he was still optimistic about the results of the theatre TV hearings before the Federal Communications Commission, now in recess. "My interest in theatre TV has not diminished in the slightest and I'm still as strong as ever" regarding the subject.

Settle Trust Suit

(*Continued from page* 1)

Theatre in Baltimore, but that he could not disclose other terms of the settlement. The case was scheduled to go to trial yesterday, but last-minute efforts by the lawyers and Federal District Court Judge Tamm produced the settlement.

Homeland had sued the majors for $250,000 damages, trebled to $750,000, and for an injunction against an inferior clearance position. It named the Durkee circuit as co-conspirator, alleging that the distributors wrongly forced the Rex to play films behind three competing Durkee first-neighborhood run theatres, the Senator, Boulevard and Waverly.

The settlement, which has been agreed to in principle by all parties, must still be finally reduced to writing and signed, but Sher said he anticipated no difficulty. However, Judge Tamm is retaining jurisdiction of the case until that is done.

Int'l Drive-in Unit

(*Continued from page* 1)

first meeting of the new International Drive-in Theatre Owners Association. Every drive-in theatre owner in the world will be extended a special invitation, according to Claude Ezell, founder and organizer of the drive-in association.

O'Donnell stated "we expect the attendance to be over 2,000 and both the Baker and Adolphus hotels in Dallas have been reserved for this unique gathering." All circuit and independent theatre owners and managers of conventional operations in the Southwest are expected.

'U' Sets $1,000,000 To Develop Stars

Universal-International will spend $1,000,000 in developing new screen personalities during 1953, it has been revealed by Robert Palmer, studio casting director.

This expanded program for building young actors and actresses is reportedly the result of the wide acceptance, by both exhibitors and public, of the new stars developed by U-I during the last few years.

DeMille Wins

(*Continued from page* 1)

yesterday presented to DeMille in New York the organization's citation marking the achievements. The picture was released by Paramount.

DeMille will leave New York today by plane for Cleveland where he will receive the Cleveland Film Critics Circle citation also naming "The Greatest Show" the best picture of 1952.

Long Statute

(*Continued from page* 1)

but that five or six years seemed nearer to the average of state statutes than did a shorter term. Exhibitors have urged a Federal statute of at least six years, while spokesmen for the Motion Picture Association of America urged the statute be no more than two or three years. Reed said he thought that would be "much too short."

Legislation to set up a uniform Federal statute of limitations is pending before a special sub-committee which Reed heads. The sub-committee was due to submit its recommendations to the full committee by the end of February. Reed said today that members had been too busy on other matters to work on these recommendations, and that he would ask the full committee to extend the deadline until the end of March.

The Judiciary Committee chairman said he thinks there is a fairly good chance of House approval this year of three anti-trust bills: setting a uniform Federal statute of limitations; giving Federal district courts discretion to award less than treble damages (at present, such an award is mandatory when a defendant is found guilty) and increasing the fines for violations of the Sherman Act.

Adolph Deutsch Named

HOLLYWOOD, Feb. 26. — Johnny Green, managing director of the Academy Awards presentations, announced the appointment of Adolph Deutsch as musical director for the March 19 ceremonies.



They drove the Golden Herd a

SAN A



HERBERT J. YATES
presents

SAN ANTONE

ROD
CAMERON

with RODOLFO ACOSTA

Screen Play By STEVE FISHER • Based on the Novel "THE GOLDEN HERD"
By CURT CARROLL • Associate Producer-Director JOSEPH KANE

a thousand miles through Apache ambush!

NTONE



starring

ARLEEN WHELAN • FORREST TUCKER • KATY JURADO

ROY ROBERTS • BOB STEELE • HARRY CAREY, JR.



A REPUBLIC PICTURE

Republic Pictures Corporation

Seeks to Halt

(*Continued from page* 1)

tion to Jackson's recent House speech, in which he outlined the Communist affiliations of many of the persons connected with the film.

"It is believed," he declared, "that the content matter of the film is designed to inflame racial hatreds and to represent a distorted and untrue picture of American life. Its showing, if advance reports are accurate, would do irreparable harm to this country in nations abroad.

"Inasmuch as motion picture unions are strongly opposed to the production of the picture, it is improbable that the domestic market will offer any great opportunity for public presentation. My preoccupation and concern at the moment is to insure that propaganda which would be distorted not be made available to foreign nations for the use of Communist aims and purposes."

Jackson declared that the Un-American Activities Committee, of which he is a member, "does not wish to enter into the field of censorship in any way," and that the purpose of his letter was to determine whether effective legislation is presently at hand with which to meet the problem posed by any attempt to send the finished prints of the film to foreign countries.

"I should also like," he said, "to have a ruling from your office as to whether or not those individuals directly connected with the production of this picture are subject to the provisions of the Alien Agents Registration legislation, assuming that the picture is found to be of a propaganda nature.

"It is believed that the production is almost completed at this time, and I would appreciate the cooperation of your department in assuring that proper and legal steps are taken to protect this country from the adverse impact abroad which would certainly come as a result of the showing of any film of this kind."

Rules Ill. Statute of Limitations Applies

CHICAGO, Feb. 26.—Judge Sullivan of the Federal District Court here has ruled that the Illinois two-year statute of limitations applies in the Norwal Theatre case (De Lucca vs. Paramount et al), dismissing Paramount, RKO Pictures, Balaban and Katz, and Publix-Great States as defendants.

Louis Rothenberg, 66, Boston Circuit Owner

BOSTON, Feb. 26.—Funeral services for Louis Rothenberg, 66, who died this morning at Beth Israel Hospital of a heart attack, will be held tomorrow at Solomon Funeral Home in Brookline. A veteran theatre owner with the Morse and Rothenberg circuit, he leaves his widow, a son, Stanley, a daughter, Mrs. Harold Watchmaker, and three grandchildren.

Rites for Dewey Vanscoy

WILMINGTON, O., Feb. 26.—Services will be held here Saturday for Dewey Vanscoy, 55, manager of the Lamax Theatre, who died yesterday of a heart attack in Clinton Memorial Hospital. He became a projectionist with the theatre in 1915.

Asides & Interludes

—by James Cunningham

THEY say that the Greeks have a word for it. Let any Greek beat Nick John Matsoukas' Triskedekaphobia.

Nicholas, a native of Navarino-Pylos, Greece, has been promoting community relations for George Skouras' theatres around New York for quite a spell. His work in behalf of the Will Rogers Memorial Hospital is well known.

Little known is Nick's almost superhuman efforts in behalf of Triskedekaphobia, an affliction which causes millions of Americans (and, probably, persons behind the Iron Curtain, too), to run away from black cats, knock on wood, fling tons of salt over their left shoulders, tremble with fear over the impending seven years bad luck over a broken mirror and buy millions of dollars worth of rabbits' feet, four leaf clovers and a melange of lucky charms as insurance against high jinxes.

Nicholas John Matsoukas is the founder and executive secretary of the National Committee of 13 Against Superstition, Prejudice and Fear. Nick Matsoukas' name has 13 letters. He is the 13th child of a family of 13. He graduated from Chicago University on a December 13. He first set eyes on the Statue of Liberty on a February 13.

☆ ☆ ☆

We guess motion picture exhibitors all over the world have problems. Independents in New York do not like the product split between major circuits. London exhibitors are plagued for not showing quota films. Authorities in Chicago pinch guys for showing naughty films. The mighty in Memphis crack down on fellows like M. A. Lightman for banking "Bank Night." And so it goes, on and on.

Like in Mexico City, where the mean old Municipal Amusements Supervision Department has warned exhibitors that they must keep their theatres sanitary and free of rats. Unless the theatres take heed of the warning, the Department threatens to ask the Health Board to "disinfect, delouse and deoderant" the theatres.

Imagine that!!!

☆ ☆ ☆

Columbia Pictures has found the "find" of all finds, Yvonne Doughty. They say she is shapely, a 23-year-older, of French, Irish and Cherokee Indian ancestry, a motorcyclist, and, oh yes, she is better known as "Miss Auto Polish." Yvonne will first Simonize in "The Wild One."..."Variety Heartline," house publication of the Variety Club of New York, is at hand. It contains a special insert setting forth some rather stern rules for members. If, as we expect, membership interest lags from here on, Variety Tent No. 35 will have none other to blame than George J. Waldman, the Main Guy of the House Committee. Waldman, for example, sets down House Rule No. 6, to wit: "Your conduct in the Club must, at all times, be that of a gentleman. If for any reason, you or your guests are asked to leave, please do so graceefully."

Iron Curtain tactics.

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International Variety Clubs terms and double-talk for officers and organization, for the great institution which to date has steered some $36,000,000 through the Heart of Charity, to charity are as follows:

A Barker is a member; Big Top means the international organization. Now pick up from here: Big Top Crew, international officers; Tents of Midway, chapters or branches; Circus, all tents combined; Chief Barker, president; First Assistant Chief Barker, first vice-president; Second Assistant Chief Barker, second vice-president; Property Master, secretary; Dough Guy, treasurer; Canvassmen, directors; Bookers, membership committee; Privilege Men, house committee; Winter Quarters, convention; Fixer, lawyer; Clown, delegate; Main Guy, committee chairman; Flunkies, assistants; The Crew, general committee; Side Show, entertainment committee; The Law, constitution and by-laws committee; The Heart, welfare and charity committee; The Billers, publicity committee; The Payoff, finance committee; Ducat Peddler, ticket seller.

☆ ☆ ☆

RKO Radio is releasing abroad Frederick Brisson's "Never Wave At A Wac" under the title, "The Newest Profession." No comment, please. . . . If all of the drawings photographed by the color cameras for Walter Disney's "Peter Pan" were laid end to end, they would extend farther than 58 miles, or the distance between sales department rental demands of RKO Radio and the next bidder for the exhibition rights to "Peter Pan."

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Famous Quotations: Patrick Henry: "Give Me Liberty, or Give Me Death." Nicholas Schenck: "There Is Nothing Wrong With the Film Business That A Good Picture Can't Cure." Nathan Hale: "I Only Regret That I Have But One Life to Give for My Country." James Otis: "A Man's Home Is His Castle." Marlon Brando: "One More Film and I Will Have Made My Pile."

☆ ☆ ☆

Irving Mack sends to us, from Chicago, "A Messenger of Good Cheer," in his inspirational *Inspiration* house publication, wherein Irving gives forth with some more Mack-Aroons. Have one:

Sympathy is what one woman offers another in exchange for details.
It's easy to control your temper when the other fellow outweighs you.
A grapefruit is a lemon that had a chance and took advantage of it.
It isn't exactly fair to call a slot-machine a one-armed bandit, because it will let you alone if you let it alone.
It takes two to make a marriage—a single girl and an anxious mother.
Men have been tried and found wanting—all wanting the same thing.

Tax Situation

(*Continued from page* 1)

the tax problem and also Federal-state overlapping and duplication in other fields, and had agreed to establish the commission to work out solutions. The House and Senate will name the Congressional members of the commission; the Conference will name spokesmen for the governors; and the President will name Treasury Department and other officials to represent the Administration.

White House press secretary James Hagerty said further details of just how and when the commission will meet and work will be announced later.

The possibility of the Federal government surrendering the admission tax to the states and cities has always figured prominently in any discussion of ending overlapping Federal-state taxes.

Major Problem

The official White House announcement said President Eisenhower told the meeting that overlapping taxes was one of the major problems in Federal-state relations. "The existing systems of taxation, both at the Federal and state level, contain many gross inequalities insofar as the tax burden between citizens of different states is concerned," the President said. "There is often a pyramiding of taxation, state taxes being superimposed on Federal taxes in the same field."

New Jersey's Governor Driscoll, as chairman of the Governors' Conference sub-committee on Federal-state relations, said he hoped the commission could make an extensive report with recommendations in a year, and that he also hoped that some suggestions might be made and acted on even before then.

O'Donnell Here for Zukor Dinner Confab

Robert J. O'Donnell, international chairman of Variety Clubs International's year-long series of nationwide tributes to Adolph Zukor on his Golden Jubilee in motion pictures, has arrived in New York for conferences with Harry Brandt, chairman of the New York Golden Jubilee dinner which will be tendered Zukor on Wednesday evening, at the Waldorf-Astoria.

O'Donnell, who will be one of the principal speakers at the dinner, expressed gratification at the number of top-level personalities from all phases of American industry, public life and all media of communication who will join the industry to pay tribute to "Mr. Motion Pictures."

ELC Suit Pre-trial Date Set for April

A pre-trial conference for April 8 has been set by U. S. District Court Judge Bondy here in the $15,000,000 anti-trust suit brought by Chesapeake Industries against Loew's and RKO Theatres.

Chesapeake Industries, as the owner of the now-dissolved Eagle Lion Classics, is pressing the suit, which charges that ELC had been denied access to the New York market because of an alleged split by Loew's and RKO Theatres of film product. It was charged that this arrangement prevented any opening of the market to ELC.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 40 NEW YORK, U.S.A., MONDAY, MARCH 2, 1953 TEN CENTS

Industry Offers Compromise On Theatre TV

Drops Bid for Exclusive Transmission Channels

WASHINGTON, March 1. — The industry has offered the Federal Communications Commission a "compromise solution" in order to end the stalemate which now exists on the question of allocating channels for theatre television transmission.

In a petition filed over the week-end with the Commission, the industry asked the FCC to "authorize the use of the current common carrier frequency bands by a limited or restricted common carrier furnishing only a television transmission service (including associated audio transmission) suitable for theatre or large-screen television operations."

If the Commission grants the in-

(Continued on page 4)

Cautions Ban on Silver City Film

WASHINGTON, March 1. — Commerce Department officials said present export control legislation was certainly broad enough to permit the Administration to ban exports of the film now being produced at Silver City, N. M., but they indicated they

(Continued on page 4)

Rackmil Is Sole 'U' Decca Nominee

Washington, March 1. — No person affiliated with Decca Records, Inc., other than Milton R. Rackmil, who holds the dual position of president of Decca and Universal Pictures, is proposed by Universal management as a director to be elected at the annual meeting of "U" stockholders on March 11, the Securities and Exchange Commission was informed here.

The report, noting the 42.2 per cent of Universal stock held by Decca, stated that Decca has not attempted to direct the operations of Universal.

'BwanaDevil' Nears $1,000,000 Gross In Initial Bookings

The three-dimensional feature "Bwana Devil" is nearing the $1,000,000 mark in grosses in the comparatively few engagements it has played. The gross went over the $700,000 figure last week and it is expected that it will exceed $1,000,000 within the next 10 days.

An indication of the public interest in tri-dimensional pictures was seen in St. Louis where "Devil" chalked up $41,900 at the Ambassador Theatre in its first week. A gross of $15,000 is considered a good week's gross in that house. At the Indiana Theatre, Indianapolis, "Bwana Devil" grossed $4,970 on Thursday. A $12,000 week

(Continued on page 5)

20 New Theatres Authorized by NPA

WASHINGTON, March 1.—The National Production Authority authorized the construction of 20 drive-in and indoor theatres during the fourth quarter of 1952.

Two of the authorizations were made to Texas Consolidated Theatres, one for a $312,500 theatre to be constructed at Wichita Falls, Tex., and one for a theatre costing $199,500 at Vernon, Tex.

Other approved projects were these: Manchester Drive-in Theatre Corp., Bolton, Conn., $41,500; Cobian The-

(Continued on page 4)

SENATE GROUP SET FOR FILM PROBE

Set Tentative Date For House Hearings On Tax Proposals

WASHINGTON, March 1.—Republican members of the House Ways and Means committee have tentatively scheduled hearings "sometime after Easter" on proposals to eliminate or reduce the admissions tax and other Federal excise levies.

A special three-man subcommittee, set up at a secret meeting of GOP members Friday, drafted a tentative agenda for the committee for the coming year. Members of the subcommittee emphasized that they could well be reversed by the full commit-

(Continued on page 5)

Set CinemaScope Show for March 16

The first press and public demonstration of CinemaScope, 20th Century-Fox's wide-screen process, will be held on or about March 16 at the company's home office in New York, it was disclosed at the weekend by 20th-Fox.

For the demonstration, scenes from

(Continued on page 5)

Investigator to Hear Complaints This Week; Allied Parley Tomorrow

By J. A. OTTEN

WASHINGTON, March 1. — The first phase of the Senate Small Business Committee's investigation of film trade practices will get under way this week. The committee met here at the weekend to formulate the early stages of the probe.

It was decided that the 1953 phase of this investigation would get going in earnest this week, when committee investigator William D. Amis will start out again to confer with and listen to the complaints of exhibitor spokesmen. Amis spent portions of last year listening to the views of West Coast theatre owners. This week he will start talking to theatre owner spokesmen here and in New York, and then go on to Chicago, various

(Continued on page 5)

Levin Heads Drive-in Research Operation

Organization of the National Drive-in Theatre Institute, Inc., serving exhibitor, distributor, and equipment company interests, was announced here at the weekend by its president, Jack H. Levin.

According to Levin, the Institute

(Continued on page 4)

Predict US Will Not Drop 16mm. Suit vs. the Majors

WASHINGTON, March 1.—Key Justice Department officials are predicting that Attorney General Brownell will refuse to drop the government's 16mm anti-trust suit against the mayors.

They emphasize that there has been no final decision yet and likely will be none until a new anti-trust chief has had some time to look over the case and make his recommendations. But they add that on the basis of Brownell's other decisions so far, he will decide to go ahead with the case.

Brownell will take the stand, it is believed by these officials, that the courts must decide whether or not the distributors are guilty without any reference to the effect the decision might have on exhibitors. Steps to minimize the effects on theatre owners will be considered, under this

(Continued on page 5)

Col., WB Racing for First 3-D Release

HOLLYWOOD, March 1. — Columbia expects to have its first three-dimensional picture, "Fort Ticonderoga," on screens by April 21, which means that Warner Brothers' "House of Wax" will be the first major 3-D production to be released, aside from United Artists' "Bwana Devil." "House of

(Continued on page 5)

Maryland Censors Prepare for Battle

Baltimore, March 1. — The Maryland Board of Motion Picture Censors is preparing for a fight to be waged on March 23 in City Court to beat an appeal by Floyd Lewis Attractions against the censors' rejection of parts of the film, "Street Corner." Deleted scenes involve normal and caesarian births and other subjects.

The film was ordered heavily cut in Dec., 1952. Through attorney Albert Sklar, Lewis Attractions and R. B. Andrus, an agent, have appealed the eliminations.

Personal Mention

JAMES R. GRAINGER, RKO Radio president, is scheduled to return to New York tomorrow from the Coast.

•

STANLEY CHAMBERS, assistant to OLIN H. CLARK, M-G-M Eastern story head, became a father for the third time when MRS. CHAMBERS gave birth to a girl, MARTHA, at Norwalk General Hospital.

•

HARRY M. WARNER, Warner Brothers president, addressed the anniversary banquet of the Los Angeles Junior Chamber of Commerce at the weekend.

•

LEO F. SAMUELS, Walt Disney Productions world-wide sales supervisor, left New York over the weekend for Chicago. On Wednesday he will head for Toronto.

•

HERMAN RIPPS, field assistant to M-G-M Eastern sales manager JOHN P. BYRNE, returned to New York at the weekend from Albany and Gloversville.

•

HAROLD WIRTHWEIN, Allied Artists Western sales manager, and J. E. MCCARTHY, manager of the Los Angeles exchange, have postponed until March 9 their trip to Phoenix, Ariz.

•

PETE BRICE, general manager of the Pal Amusement Co. in Georgia, has returned to Vidalia, Ga., from a Miami vacation, accompanied by his wife.

•

LEONARD H. GOLDENSON, ABC-UPT president, addressed Connecticut Cerebral Palsy workers last night at the Hotel Bond in Hartford.

•

WALTER BRANSON, RKO Radio assistant general sales manager, and his assistant, HARRY GITTLESON, will fly to Chicago from Hollywood today.

•

SIDNEY KRAMER, RKO Radio short subjects sales manager, returned to New York over the weekend from New Orleans and the Midwest.

•

ARTHUR CANTON, M-G-M Eastern field division representative, is back here from a 10-day visit to Pennsylvania and Upstate New York.

•

MOREY GETZ, treasurer of GB Productions, and MRS. GETZ flew back to Paris from here over the weekend.

•

DENNIS L. SMITH, Westrex Co. Puerto Rican branch manager, is in New York from there.

•

ARTHUR KRIM, United Artists president, is due back here today from a Coast visit.

•

LARRY GERMAINE of Warner Brothers Theatres, New Haven, has returned there from a Florida vacation.

1,000 Attend Armed Forces Tribute to Bob Hope

More than 1,000 leaders of show-business, industry, government and the Armed Forces on Friday evening paid tribute to Bob Hope for his humanitarianism and entertainment achievements at the Waldorf Astoria. Principal speakers at the occasion, which was the annual benefit testimonial banquet of the New York Friars, were former U. S. Vice-President Alben W. Barkley and Presidential advisor Bernard Baruch.

George Jessel was toastmaster. Invited to the dais, in addition to Barkley and Baruch, were: Eric A. Johnston, Adolph Zukor, Fred Allen, Danny Kaye, Milton Berle, U. S. Senator W. Stuart Symington, Maj. Gen. Emmett O'Donnell, Frank White, Frank M. Folsom, *Cleveland Press* publisher Louis P. Seltzer, Jesse Block, Richard Rodgers, Oscar Hammerstein III and the Friars' dean, Harry Delf.

Guests paid $50 a plate, the proceeds to be turned over to United Cerebral Palsy, one of Hope's favorite charities.

Merman Hostess at 20th-Fox Preview

Ethel Merman, star of 20th-Fox's "Call Me Madam," will be hostess this evening at a reception and preview of the production at the company's home office.

Invited were the Duchess of Windsor, Mr. and Mrs. James Farley, Mr. and Mrs. Richard Berlin, Mrs. George F. Baker, Mr. and Mrs. Fred Ehram, Broderick Crawford, Mr. and Mrs. Russell Crouse, Dr. and Mrs. Morris Fishbein, Mr. and Mrs. Leland Hayward, Mrs. William Randolph Hearst, Mr. and Mrs. Jack Howard, Mr. and Mrs. M. Kreindler.

Also, Mr. and Mrs. Howard Lindsay, Paul Lukas, Tex and Jinx McCrary, Elsa Maxwell, Mr. and Mrs. Ray Middleton, Mr. and Mrs. Irving Netcher, Mr. and Mrs. Clyde Newhouse, Mr. and Mrs. Jack Pearl, Mrs. Eleanor Holm Rose, Mr. and Mrs. Toots Shor, Ed Sullivan, Bill Talbert, Arlene Whelan, and others.

Nov. 12 Set for Pioneers Meeting

Plans for this year's dinner-meeting of the Motion Picture Pioneers are already in work, according to Jack Cohn, president, who announced that Thursday, Nov. 12 is the date chosen for the 14th anniversary affair of the organization of film pioneers, at the Astor Hotel here.

Reelect Roth AJC 'V-P'

HOLLYWOOD, March 1. — Lester W. Roth, vice-president of Columbia Pictures and partner in the law firm of Cohen and Roth, has been reelected a vice-president of the American Jewish Committee.

Kohlmar Joins Columbia

HOLLYWOOD, March 1.—Fred Kohlmar has joined Columbia Pictures as a producer of "AA" productions, the company reports. For the past seven years Kohlmar has been associated with 20th Century-Fox.

Temple in Schlaifer Post

Herman Temple has joined the staff of Charles Schlaifer and Co. as consulting art director, as part of an expansion program in the advertising agency's staff and services. Temple was formerly with 20th Century-Fox, Warner Brothers and RKO Radio.

Allot $150,000 for 'Anna' Ad Drive

A sum of $150,000 for cooperative advertising with theatres in 400 key cities has been allocated by Italian Film Export Releasing Corp. on its American-language dubbed film, "Anna," Jonas Rosenfield, Jr., vice-president in charge of advertising, publicity and exploitation, disclosed at the weekend.

This money will be augmented later for campaigns beyond the 400 situations, Rosenfield added.

Form New Foreign Distributors Unit

The formation of a new organization to replace the defunct International Motion Picture Organization, representing distributors of foreign product here, was disclosed at the weekend by Joseph Burstyn.

Burstyn, a member of the steering committee, said that further details would be announced today. The new organization was formed at a meeting of foreign distributors on Friday.

Hellmer Buys Mans' Pipestone Interest

MINNEAPOLIS, March 1.—H. J. Hellmer has purchased Paul Mans' 50 per cent interest in the Orpheum, State and Sunset drive-in stands at Pipestone, Minn. Hellmer was formerly manager of the three.

Elmer and Lyman Lee of Minneapolis own the other 50 per cent interest. The Lees are also partners in the Richfield, a suburban Minneapolis theatre.

Lopert Names Mindlin

Michael Mindlin, Jr., has been engaged by Lopert Films to do the unit publicity work on Sir Alexander Korda's productions of "The Stranger" and "Paradise," both now shooting in Europe. Mindlin flew over the weekend to Berlin where "The Stranger" is now being filmed, and will remain in Berlin for five weeks. He will then fly to London on "Paradise."

Gets 'St. Anthony' Rights

J. D. Trop has purchased the rights to the Italian language feature, "The World of St. Anthony." It is being dubbed into English by Tru Sync.

Ruling Soon on Tax On Earnings Abroad

Washington, March 1.—The Bureau of Internal Revenue is expected to rule within the next few weeks on whether actors and other film industry employes can take advantage of a provision in the 1951 tax law waiving U.S. income taxes on income earned abroad by a U.S. citizen overseas for 17 out of 17 consecutive months. If the bureau rules they cannot, the matter probably will be appealed to the courts.

Says Legion Favors 'Limelight' for Free

NEW ORLEANS, March 1.—The American Legion is not attempting to prevent the exhibition of Charles Chaplin's "Limelight" but merely does not want to see Chaplin earn American money which might be donated to anti-American causes, Maurice Bender, commander of the Legion's First District, states in a letter to the *New Orleans Item*.

The Legion picketed the picture here and for the past month a discussion of the pros and cons of its action has been carried on in the "letters from readers" columns of local papers.

In his letter to the *Item*, Bender said the Legion is not opposed to anyone seeing the picture but is against anyone making millions of dollars which might find their way into the coffers of Communist fronts. If "Limelight" were to be shown without an admission charge, the Legion would not object, Bender said, and added "Maybe I would go see it myself."

He denied the Legion had attacked Chaplin's character or moral standards and reiterated that the Legion asks that the picture be withheld from exhibition only until Chaplin has answered Justice Department questions.

10,000 Detroit Mail Orders for Cinerama

DETROIT, March 1. — Across-the-counter ticket sales for "This is Cinerama" started here today for the March 23 opening at the Music Hall Theatre. Advance mail orders are said to be in excess of 10,000.

In the first four days of mail order acceptances, the theatre received 6,955 requests for tickets. The Detroit opening is the second in the U. S. "This is Cinerama" is now in its seventh month at the Broadway Theatre in New York.

Drive-ins Starting

BUFFALO, March 1.—A sure sign of spring: The Lakeshore drive-in at Lakewood in the Chautauqua Lake region, will open for the season on Thursday, the first to re-open in Western New York. The Lakeshore is owned by the Blatt Brothers.

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DeMille Lauds 3-D, But Says Story, Not Gadgets, Will Pay Off

CLEVELAND, March 1.—Television, Cinerama and all tri-dimensional methods were praised by Cecil B. DeMille here at the weekend, but he said that "it was the story and not the gadgets that brings in the patrons." In Cleveland to receive the Critics' Circle third annual award trophy for "The Greatest Show on Earth," DeMille said that pictures and TV are only as good as the ideas they distribute.

Speaking briefly on his forthcoming "Ten Commandments," DeMille stressed the importance of teaching history via the screen and said that he never digresses from historical facts.

DeMille Sweeps Foreign Correspondents Awards

HOLLYWOOD, March 1.—Cecil B. DeMille's "The Greatest Show on Earth" swept the annual Golden Globe Awards of the Hollywood Foreign Correspondents Association. It was named the year's best dramatic picture" and DeMille was acclaimed the "top director." "Greatest Show" also won the annual color photography award.

3-D Research Group Formed in Nashville

NASHVILLE, March 1.—The Moving Picture Research Corp. has been incorporated here for the "research and development of three-dimensional motion pictures and other entertainment by all methods and means related to the lenticular process, including television." The company is chartered to "sell, license or lease any franchise, rights or privileges that may result from said research and development program."

Principals listed are Sam L. Leach, Mrs. Moriat McDonnell de Martini and Ward Hudgins. Neither Leach nor Mrs. de Martini is connected with theatre interests. Hudgins, a U. S. district attorney, has been the Department of Justice representative in recent actions involving the Crescent Amusement Co. anti-trust litigations.

Interstate of N. E. To Equip 2 with 3-D

BOSTON, March 1.—Interstate Theatres will equip at least two houses in the circuit with some variety of three-dimensional equipment, it was revealed here at a district managers meeting called by general manager James Mahoney. Three-dimensional films were also the topic at a meeting of Interstate managers from Connecticut and Western Massachusetts held in Hartford, addressed by president Theodore Fleisher.

A meeting of Interstate managers in the Vermont and New Hampshire areas will be held March 4 at White River Junction, Vt.

Screen "Legion at Bat"

Columbia Pictures, distributors of the short subject, "The Legion at Bat," and Emerson Yorke, its producer, were hosts on Friday at a reception and screening of the first official film on American Legion junior baseball activities, held at the RCA Exhibition Hall.

Reviews

"The Girl Who Had Everything"

(Metro-Goldwyn-Mayer)

THIS frothy title may give the impression that "The Girl Who Had Everything" is a light comedy or a musical, whereas the picture actually is heavy drama, intensely interesting in some parts and routine in others. The exhibitor has a good crop of names to sell—Elizabeth Taylor, William Powell, Fernando Lamas, Gig Young and James Whitmore. And Miss Taylor is shown to good advantage in a variety of wardrobes that are pleasing to the eye, such as swim suits, formals and sport clothes.

The story is built around the Senate Crime Investigating Committee—at least, that is the indirect theme. Lamas, the kingpin in a crime syndicate, has Powell for his lawyer who does a good job in defending the mob. But when his daughter, Miss Taylor, falls in love with Lamas, Powell has a problem on his hands. Having always given her complete independence, he discovers the fallacy of his policy in raising her, because he has no desire to have Lamas for a son-in-law. She refuses to give up Lamas and even slaps her father when he tries to get her to change her mind. When Powell tells Lamas that he is going to testify against him at the Washington hearings, the killer attacks him. This makes the daughter realize her mistake. The gang, having been told by Lamas that he is quitting the racket, rubs him out. And Powell and Miss Taylor start life anew.

The picture is somewhat wordy, with action sequences spaced too far apart. But the picture has sufficient appeal to rate in the money class. Armand Deutsch produced and Richard Thorpe directed. The screenplay by Art Cohn was adapted from a novel by Adela Rogers St. John. Robert Burton and William Walker round out the capable cast.

Running time, 69 minutes. General audience classification. For March release.

AL STEEN

"Ma and Pa Kettle on Vacation"

(Universal-International) *Hollywood, March 1*

WHAT is there to say about a Kettle picture? What does a showman want to know about it, knowing already that it will make money in amounts contradicting all the rules in the book of box-office? Does he care whether it takes place in this country or, as this time, in Paris? Or whether it's better than or not so good as its predecessor (as if anybody but the Kettles' target-public could know that) or even-up? He does need to be reassured, of course, that Marjorie Main and Percy Kilbride are in their accustomed roles as Ma and Pa Kettle, and perhaps the most important thing to be said about the fifth picture in the series is that yes, they are. Precedent suggests that a showman who posts the new title and adds the information that the Main-Kilbride billing still stands needn't worry about much else but counting his earnings.

It remains to be remarked, purely for purposes of information and with no reference whatever to financial potential or audience reaction, that the Kettle brood appears only momentarily at the beginning and again at the end of this production, and that the gags, situations and routines in which their parents engage during their visit to Paris, which comprises the bulk of the footage, are totally unrelated to their numerous progeny or, for that matter, to anything else specifically Kettle-esque. They are gags, situations and routines that Mack Sennett dredged up in his boyhood from the even then dead era of medicine shows and wheel burlesque, and there seems no reason for doubting that they'll prove as profitable in this picture as they did for him. You know them all too well to stand for their repetition here.

The production is by Leonard Goldstein, the direction by Charles Lamont, and the writing is attributed to Jack Henley. The cast includes Ray Collins, Bodil Miller, Sig Ruman, Barbara Brown, Ivan Triesault, Oliver Blake, Teddy Hart and Peter Brocco.

Running time, 75 minutes. General audience classification. For April release.

WILLIAM R. WEAVER

"Old Overland Trail"

(Republic)

REX ALLEN again is the epitome of a hero on the plains and his Western fans will not be disappointed with his latest production for it moves along smoothly and furnishes the usual amount of action.

Rex portrays a government agent working for the Bureau of Indian Affairs. He is sent with his partner, Slim Pickens, to break up some Apache uprisings in an area where his brother has gone into business. The brothers meet in an Indian raid which destroys all of the homesteaders' equipment. This sad state of affairs proves a boom to Roy Barcroft and his partner, Rex's brother. When Rex sees his brother flagrantly exploiting the misfortunes of the settlers, the two have a rough-house fight. The fight is well handled and extremely convincing.

Brother Jim realizes the error of his ways but Barcroft kills him to place the suspicion on Rex. After a tussle or two with the Indians and an attempted train robbery, Rex and his buddy expose and defeat Barcroft and his collaborators. The film closes on a note of retribution as the misguided Indian chief saves Rex and kills Barcroft.

Milton Raison's screenplay is adequately handled by associate producer Edward J. White and director William Witney. Slim serves as a good foil for Allen and provides some of the humorous moments of the film. Rex and the Republic Rhythm Riders offer three musical selections which add to the general effect. Barcroft and the rest of the cast do creditable jobs.

Running time, 60 minutes. General audience classification. Release date, Feb. 25.

$107,512 Collected To Date for Rogers Fund, Says Feldman

A total of $107,512 has been received to date for the Will Rogers Memorial Hospital Christmas Salute, it was announced over the weekend by Charles J. Feldman, national distributor chairman, and Sam J. Switow, national exhibitor chairman, in a joint statement on the campaign within the amusement industry.

A tabulation of the monies received from each exchange area, the total of Salute scrolls, and special and corporate contributions, reveals that in most territories local chairmen increased their totals over 1951. The IATSE campaign conducted nationally through locals, has reached $16,590, passing last year's total. This, in addition to what is expected from other sources in the next few weeks, will push the figure to over $110,000 when the Salute is closed out at the end of March.

Blumenstock Returns After Product Talks

Mort Blumenstock, Warner Brothers' vice-president in charge of advertising-publicity, returned to his headquarters at the company's Burbank studio by plane over the weekend. While in New York, Blumen- executives and set up campaigns for "House of Wax," 3-D film in Natural Vision and WarnerColor, starring Vincent Price, Frank Lovejoy and Phyllis Kirk; "The Blue Gardenia," an Alex Gottlieb production starring Anne Baxter, Richard Conte and Ann Sothern; "Trouble Along the Way," John Wayne starrer, and "By the Light of the Silvery Moon," with color by Technicolor, co-starring Doris Day and Gordon MacRae and which will have its world premiere at Radio City Music Hall.

Make Zukor Trailer Plugging 'Sangaree'

Adolph Zukor, chairman of the board of Paramount Pictures, now celebrating his Golden Jubilee in the motion picture business, has just made a special color in Technicolor trailer filmed in Paramount's new three-dimensional process, promoting "Sangaree," first of the studio's productions to be photographed both in 3-D and regular versions.

The trailer, directed by Don Hartman, in charge of production at Paramount, will be screened at exhibitor meetings and other gatherings. In the film, showing Zukor seated at a "Sangaree" set, the pioneer briefly recounts highlights of his career.

Extend Time for Sale Of Two RKO Houses

WASHINGTON, March 1.—The Justice Department has agreed to extend for 60 days the deadline for RKO Theatres to dispose of two first-run theatres in downtown Cincinnati. They are the Capitol and Shubert.

The circuit sold the theatres once but then had to take them back from the new owners. The Justice Department in August gave RKO until Feb. 28 to sell the theatres again, but the company was unable to do this, and so received more time, until April 29.

In the THEATRE Equipment World . . . *. . with RAY GALLO*

ADDED to the projection carbon line of the National Carbon Co. are a new positive carbon for condenser type high-intensity lamps in larger theatres which, however, do not require the full maximum light of National "Hitex" carbons, and a new 7-mm. suprex carbon in two lengths. Designated as the 13.6-by-22-inch "regular H-I Positive Carbon," the first is designed for operation between 125 and 160 amperes, to provide a much wider current range than previous carbons for similar service. The 7-mm. suprex positive is for variable feed lamps and is available in 12 and 14-inch lengths.

•

Production of metallic screens for three-dimension projection is now taking the entire facilities of the Williams Screen Co., Akron, O., according to Harry C. Williams, president. The screens are produced from seamless plastic, remain permanently flexible and have perforations with no projecting fibres to impede sound or collect dirt. They also are fungus proof and unaffected by moisture, the announcement states.

•

W. B. Potter, director of advertising for Eastman Kodak Co., Rochester, N. Y., has received the first annual leadership award of radio station WHAM, the Stromberg-Carlson station in Rochester.

•

An illustrated brochure describing its line of playground equipment for drive-ins has been issued by the American Playground Device Co., Anderson, Ind. Included are specifications for such apparatus as swing sets, slides, see-saws, merry-go-rounds, castle towers, picnic grills, etc. A copy of the brochure can be secured by writing to the company.

•

For third-dimension projection, Motiograph, Inc., of Chicago has available for immediate delivery the gear reduction type projector interlocking equipment shown below. This mechanical system interconnects the soundheads through gear reduction boxes mounted in front of the soundhead castings and joined by a slowly revolving cross-rod. It is adaptable for use with any make or model of mechanism, the announcement states, "except certain obsolete models having unorthodox drives." Equipment for electrical interlock (selsyn motors) is furnished on special drive only, the company adds. It can be used under the same conditions as the mechanical system, with the motors replacing the two-gear reduction boxes.



Theatre TV Compromise

(*Continued from page* 1)

dustry's petition, attorneys Vincent Welch, for the Motion Picture Association of America, and Marcus Cohn, for the National Exhibitors Theatre Television Committee, said the industry would not object to a dismissal of the current theatre television hearings.

In addition, the petition requests the FCC to issue a statement of policy to the effect that all common carriers utilizing the frequencies now allocated to common carriers will—if the new theatre television common carrier is authorized—"cooperate in the resolution of conflicts pertaining to the utilization of those frequencies through advance joint consultations" and that "where frequency-usage conflicts must be resolved" the Commission "will expect interconnection of the facilities of such common carriers with respect to channels suitable for theatre television transmission purposes."

Add Another Peg

The industry also asked the commission to add another peg to its policy statement and say that in cases where interconnection with another common carrier must be used the other carrier will provide facilities technically equivalent to those of the theatre television carrier.

Until now the industry has been asking for exclusive channels for theatre television transmission. What the petition means, in the words of an industry attorney, is that the industry will give up its request for exclusive theatre television channels and will agree to share common carrier frequencies—if a special common carrier can be set up by the industry, with FCC approval, to transmit only large screen programs for theatres.

He explained that the industry is not thinking of either the American Telephone and Telegraph Co. or Western Union—major common carriers—as the common carrier which will transmit theatre television programs. The industry wants to set up its own common carrier, he said, to do the job.

MPAA and NETTC said they realized it was possible that the problems inherent in sharing frequencies with other common carriers could be solved by the FCC on a case-by-case basis. On the other hand, they said, "because of the very substantial investment required, persons interested in establishing a theatre television service cannot undertake the development of the service on the mere hope that it will receive the necessary cooperation from existing common carriers." They pointed out that American Telephone and Telegraph Co. has repeatedly refused to permit interconnection with its facilities.

The petition said the industry felt a policy statement by the FCC, plus authorization for a special theatre television common carrier, "would make it clear that the Commission intends to assure the theatre television industry reasonable opportunity to establish and develop a nationwide theatre television service. Such a policy declaration would encourage the industry to go ahead with the development of a theatre television service, by alleviating doubts with respect to the above-described difficulties."

The petition stems from the Commission's action in temporarily recessing the theatre television hearing early last month. Shortly before that, the Commission had asked Cohn and Welch eight detailed questions concerning the industry's proposals and prognoses regarding theatre television. The questions were asked, the Commission said, in order to clear up "apparent inconsistencies" in the hearing record up to that point. When the questions were answered, the Commission said, it would decide whether to go on with the hearing and, if so, whether to change the scope of the hearing.

On Feb. 9 Welch and Cohn spent the entire day answering not only the eight formal questions presented by the FCC, but a steady barrage of questions which developed the information given by the attorneys.

The hearing recessed at the close of the day, pending a Commission ruling on what it would do about resuming the hearing.

Referring to the questions asked by Commissioners the petition declared that "the extent of the commitments which the Commission is apparently seeking in this proceeding . . . is unprecedented." However, the petition goes on, the industry "have attempted to give and will continue to give the Commission all the information which it desires."

The petition states that the industry has considered the question of the amount of time and expense involved if it is to answer satisfactorily all the questions asked by the Commission. The industry has also wondered whether there isn't a presently available method would give high quality theatre television transmission and "which would at the same time minimize the allocations problem involved and thus permit a more expeditious termination of the proceeding," the petition said.

The industry is satisfied, the petition went on, that the most rapid and efficient development of theatre television would come if exclusive frequencies were assigned to the service by the FCC. The petition pointed out that A. T. and T. witnesses said during the hearing that the company "can and will make an effort to provide facilities of the quality required by careful study.
the theatre television industry."

But, the petition continued, "adequate service from existing common carriers is still a very long way off."

A. T. and T.'s "assertion," the petition said, together with a Commission question about the feasibility of a common carrier offering only a theatre television service, "may now suggest a possible compromise situation," to which the industry has been giving careful study.

Carolinas Meet Nov. 22-24

CHARLOTTE, March 1.—The annual convention of the Motion Picture Theatre Owners Association of North and South Carolina will be held here on Nov. 22-24.

Silver City

(*Continued from page* 1)

doubted the advisabiilty of such a step.

Rep. Donald Jackson (R., Calif.) asked the Commerce, State and Justice Departments whether anything could be done to prevent exports of this film, which he said would make valuable propaganda for the Communists. Commerce spokesmen said unofficially that they believed the present law gives wide latitude to the Administration. At present, the Department screens exports of technical films on an individual basis, but permits "general licensing"—without individual scrutiny—for other films.

The Commerce spokesmen indicated a feeling that to use the export control authority for the Silver City film would be to establish a censorship precedent, and that this could lead to endless difficulties with films that might present a less clear-cut case than the Silver City production.

However, they added, Secretary Weeks, State Secretary Dulles and Attorney General Brownell might take a different view.

They also pointed out that they did not know whether steps could be taken under the Internal Security Act or any other legislation.

20 New Theatres

(*Continued from page* 1)

atres of Puerto Rico, Inc., Rio Piedras, P. R., $44,400; Kent Theatre Corp., Dover, Del., drive-in, $16,700; Connellee & Co., Aberdeen, Md., $55,000; Thomas H. Blash, Cumberland, Md., drive-in, $15,000; H. J. Gilbert, Princeton, W. Va., $152,326; Eastern Theatre Co., Inc., Goldsboro, N. C., drive-in, $56,900; H. D. Bowers, Kosciusko, Miss., $70,000; Gary Outdoor Theatre Corp., Gary, Ind., drive-in, $48,000; Donald W. Campbell, Newtown, N. D., $25,000; Minnesota Amusement Co., Minot, N. D., $93,000; Arcada Theatre, Holton, Kans., $102,800.

Also: Rowley United Employes Pension Fund, Little Rock, Ark., drive-in, $46,172; William R. Everill, Salt Lake City, drive-in, $20,000; John K. Cook, Tucson, Ariz., amount not given; W. R. Becker, Yuma, Ariz., drive-in, $14,500; Regina Perry, Yerington, Nev., drive-in, $24,000; Jones Enterprises, Inc., North Bend, Ore., $71,950.

Levin Heads

(*Continued from page* 1)

has been set up for the purpose of specializing in surveys, research, and inspections for drive-in operations. Its first assignment is a nationwide survey and analysis of the current drive-in situation, with its relationship to the future.

The Institute, which is affiliated with Jack H. Levin Associates, Inc., has headquarters in the Paramount Building, New York.

Audio, Ltd. Acquires Ad Film Company

TORONTO, March 1.—Audio Pictures, Ltd., distributor of screen advertising films, has acquired the assets in British Colombia of Canadian Screen Publicity, including all existing customer contracts and theatre screening agreements.

US Reports Drop In Industry Firms

WASHINGTON, March 1.—The number of firms in the motion picture industry dropped again in the second quarter of 1952, the Commerce Department reports.

The Department said the total fell from 14,900 at the end of March to 14,800 at the end of June. These figures include all branches of the industry.

The number had reached a peak of 15,100 in the third quarter of 1950. In the fourth quarter of that year, the total dropped to 15,000 and remained steady through June, 1951. In the third quarter of 1951, it fell again, to 14,900, and then stayed at that figure until the new drop in the second quarter of 1952.

Commerce officials said that in the April-June period last year about 300 new firms entered the industry while approximately 400 old firms discontinued operations.

Government Film Workers Discharged

WASHINGTON, March 1.—Thirty and 90-day discharge notices have been handed to the 50 employes of the Agriculture Department's film production section.

The section, which for the past 41 years has produced and printed films for the Agriculture Department and other government agencies, has run out of work due to the economy program of the new Administration, officials explained. They added that business might pick up later and that if so, some discharge notices would be withdrawn. They added, however, that they are not too optimistic.

The move does not affect the far smaller section of the chief of the film unit. This unit acts as an adviser to the Secretary of Agriculture on film training material and also distributes pictures.

Wilson Compton Resigns

WASHINGTON, March 1. — Doctor Wilson M. Compton has resigned as head of the State Department's International Information Administration. The Administration is in charge of the film division and other branches of the overseas information program.

Favorite Films of Cal. Buys Out G. & K.

SAN FRANCISCO, March 1.—M. P. Jacobs, president of Favorite Films of California, Inc., in Los Angeles, has closed a deal whereby he bought out Goodman and Kaufman, distributors of films in 11 Western states and elsewhere. As a result, Favorite will distribute Classic Pictures, formerly handled by G. and K. Herbert Kaufman of the bought-out firm will go to Favorite as general manager with headquarters in Los Angeles.

Gets 3 Theatre Bills

TORONTO, March 1.—On the agenda of the new spring session of the Ontario legislature are bills to amend and consolidate the Theatres and Cinematographs Act, Public Halls Act and the Touring Shows Act.

Recommendations for theatre and censorship regulations were submitted to the provincial government by a special committee of the Motion Picture Theatres Association of Ontario.

Review

"San Antone"

(Republic)

THERE is enough action, including Indian fights and hand-to-hand combats, in this picture to satisfy those fans who like the outdoor flavor in their film fare. The picture is particularly rich in scenic beauty and excellent photography. The theme is familiar, that of a cattle drive with the accompanying hazards and obstacles until the mission is accomplished.

Rod Cameron portrays a young Texas rancher who, in 1861, arrives at the estate owned by Arleen Whelan's father with orders for Forrest Tucker to give military escort to a large herd of cattle being driven to rebel headquarters. Tucker resents Cameron's appearance because the latter is a civilian while Tucker is a Confederate lieutenant and also because he appears to be a rival for Miss Whelan's hand. But in reality, Cameron has little use for the Southern belle because she is flighty and deceptive.

On the cattle drive, a troop of Union soldiers attacks the party and Tucker turns coward and runs away while Cameron is captured and remains a prisoner for the balance of the war. Meanwhile, Tucker has joined the forces of Maximilian in Mexico and his raiders kill Cameron's father. The aim of Cameron then is to find Tucker and get revenge and the core of the story is Cameron's trek into Mexico in search of his father's killer who is a prisoner of Juarez's bandits. With Cameron are Miss Whelan and Katy Jurado, sister of Rodolfo Acosta, leader of the bandits. Cameron finds Tucker and there is a terrific fight, but Cameron spares his enemy's life and sends him away with Miss Whelan, while Cameron bestows his love on Miss Jurado.

Cameron is convincing in his role and carries the acting honors of the picture. One criticism might be some overly-melodramatic dialogue and some dramatic sequences that do not register from the standpoint of plausibility.

Joseph Kane, who directed, also was associate producer. Steve Fisher wrote the screenplay, from a novel, "The Golden Herd," by Curt Carroll.

Others in the cast are Roy Roberts, Bob Steele, Harry Carey, Jr., James Lilburn, Andrew Brennan, Richard Hale, Martin Garralaga, Argentina Brunetti, Douglas Kennedy, Paul Fierro, George Cleveland.

Running time, 90 minutes. General audience classification. Release date, Feb. 15.

AL STEEN

Anderson Is Named UPT City Manager

BUFFALO, March 1.—Francis Anderson has succeeded Ira Epstein as United Paramount Theatres city manager in Rochester, according to an announcement by Arthur Krolick, UPT general manager of Buffalo and Rochester.

Anderson resigned the UPT city management post in Rochester about a year ago to enter the publishing business. Before becoming associated with UPT, Anderson was with RKO Theatres in the same city.

It is understood Epstein is returning to New York but has not as yet announced his future plans.

3 Higgins Houses Leased to Sterling

PORTLAND, Ore., March 1.—Three additional theatres in a neighboring Seattle community have joined the Sterling Theatre circuit, reports Fred Danz, general manager. They are the Lake City, Bel Vue and Gateway in Kirkland, Wash. They were leased to Sterling by Pete Higgins, operator of Higgins Amusement Co.

16mm. Suit

(*Continued from page* 1)

theory, in the event the courts find the defendants guilty and before the Department would ask for specific relief from the court.

"If they're found guilty," says one official, "then we'll have a big powwow and consider the industry's views as to what relief we can get without hurting the exhibitors. But that's quite different from dropping the case. It's never been contended by the theatre owners that the defendants aren't guilty—just that the case will put them out of business. That's not necessarily so—it depends on the relief we ask after the defendants are found guilty."

Legion Places One Film in Class B

The current Legion of Decency report places one film, "One Girl's Confession," Columbia, in Class B, and three films in Class A.

"Confidentially Connie," M-G-M, is placed in Class A-I and "Seminole," Universal, and "The Tall Texan," Lippert, were put in Class A-II.

Industry Probe

(*Continued from page* 1)

Southern cities and other points. A meeting has been tentatively set for Tuesday with Allied general counsel Abram F. Myers and other Allied leaders.

A Committee spokesman said Allied was preparing a formal presentation for the Committee and would undoubtedly be among the witnesses at the coming public hearings.

Approved Plans

The Committee Friday also approved plans for hearings to be held by a sub-committee headed by Sen. Schoeppel (R., Kans.) and tentatively scheduled the hearings to start March 30 or 31, and run for about two weeks.

The Justice Department has been sounded out for its views, it was learned. The department has taken the stand—according to this report—that most of the matters involved in the exhibitor complaints are now involved in various anti-trust suits pending in the courts, and that the matters should be left for the courts to decide. The Committee's position, it was reported, was that many independent exhibitors cannot afford to take their troubles to court, and so Congress must look at the problem.

The Federal Trade Commission has told the Committee that it has received many exhibitor complaints, but has channeled them to the Justice Department, feeling that it was more the type of problem that should be handled by the anti-trust division.

32 Productions in Work on the Coast

HOLLYWOOD, March 1.—The production index remains even for a total of 32, with three new pictures starting and an equal number completed.

Started were: "Valley of the Headhunters" (Katzman Corp.), Columbia; "The Robe," 20th Century-Fox; "The Burning Arrow," Warner Brothers. Completed were: "The Moon Is Blue" (Preminger-Herbert Productions) United Artists; "Abbott and Costello Meet Dr. Jekyll and Mr. Hyde," Universal-International; "House of Wax," Warner Brothers.

'Bwana' Gross

(*Continued from page* 1)

is considered very satisfactory normally.

The Orpheum in Denver pulled $24,699 in its initial week, which is about double a normal week's business. Other record-breakers were in Dayton where the Keith drew $25,000 and the Palace in Columbus which took in $20,000 in their initial weeks. In a dual opening in the Fox Palace and Wisconsin theatres in Milwaukee, "Bwana" took in $40,000 in the opening week. At the Albee in Cincinnati, the 3-D feature drew $32,000 in its first seven days.

"Bwana Devil" opened at the Branford Theatre in Newark late last week and rang up $7,653 in its first two days.

First 3-D Release

(*Continued from page* 1)

Wax" is due to open at the Paramount Theatre in New York on April 10, and it is understood that Columbia is racing to be the second company among the majors to deliver a 3-D feature. If "House of Wax" should be delayed, Columbia still may be the first on the scene.

Both companies have started to sell their tri-dimensional product and it is expected that the first theatres to play the pictures will be those that have booked "Bwana Devil" because the equipment is on hand.

CinemaScope

(*Continued from page* 1)

"The Robe," now being filmed in color by Technicolor and costing an estimated $5,000,000, will be utilized. Alterations are currently being made at the home office projection room to facilitate the staging of the CinemaScope demonstration.

Spyros P. Skouras, president, who delayed his departure for the Coast last week, is now slated to leave over the coming weekend for the studios to set up the program.

Tax Proposals

(*Continued from page* 1)

tee, when the matter is presented to them this week, probably Thursday.

They also emphasized that even if hearings are held this year, actual legislation growing out of the hearings might go over until the following year.

Members refused to say exactly when the excise hearings were programmed, merely saying they would be "sometime after Easter" and "before adjournment" in July.

Television Antennas Encircle the Globe

Washington, March 1.—The Office of International Trade in the Commerce Department has issued a report reviewing recent television developments in 38 foreign nations. It shows that stations are in operation, under construction, in the experimental stage or under active consideration in all but three of the 38 countries.

Record Number of Television Grants

WASHINGTON, March 1.—The Federal Communications Commission has approved 19 applications for television stations, the largest batch of approvals so far issued in any one day.

They bring to 260 commercial and 14 educational stations the number of applications granted since the "freeze" was lifted last July. Idaho Falls and Pocatello, Idaho, each got two new stations in the new actions, while one new station was authorized for each of these cities: Decatur, Ala.; Valdosta, Ga.; Champaign, Ill.; Springfield, Ill.; Pittsburg, Kans.; New Orleans; Benton Harbor, Mich.; Sedalia, Mo.; Butte, Mont.; Elmira, N. Y.; Charlotte; Durham, N. C.; Tulsa, Okla.; Scranton, Pa,; Eau Claire, Wis.

Acquires 50 FBO Silents for Video

Fifty silent pictures produced by Jesse J. Goldburg and released through the old FBO exchanges and other outlets have been acquired by Scott Brown for distribution to television stations. Brown, former 16mm. film distributor in Hollywood, said that the pictures would be given an up-to-date touch by using new footage for introductions and closings. Bob Livingston, the original Lone Star Ranger, Ann Bradley and "Death Valley" Mack will appear in the openings and closings.

The FBO pictures were acquired by RKO Radio when the latter company absorbed FBO in 1928.

CBC in Ottawa Is Mulling TV Licenses

OTTAWA, March 1.—The Canadian Broadcasting Corp. will consider for the first time applications for private TV broadcasting licenses. Meetings for that purpose will be held March 26-28.

UA Names Braden

Frank Braden has been signed by United Artists as national exploitation representative for "Melba" and will leave New York today on a country-wide tour publicizing the S. P. Eagle musical, it was announced by Francis M. Winikus, UA national director of advertising-publicity. Braden, circus press-agent, served in a similar capacity on "Samson and Delilah," "The Greatest Show on Earth" and "Fantasia."

Television--Radio

with Pinky Herman

THE TV CBSchedule will undergo major changes starting the end of the month when "The Big Payoff" switches over to the Paley-wick from NBC, March 30, to take over the daily 3:00 to 3:30 P.M. slot. Until then a revised "Eddie Albert Show," which tees off today in that time, to be shifted to another time after the "Payoff" switcheroo. "Biff Baker, U.S.A.," film series currently CBSeen Thursdays at 9:00 to 9:30 P.M., will be dropped after the March 26th stanza and on April 2 will be replaced with "Lux Video Theatre," which will move from Monday night at 8. "Burns & Allen Show," starting March 30, will take over the vacated "Lux" Monday half hour. . . . The "Dinah Shore Show," telecast for NBChevrolet, Tues. & Thurs. for the past two years, has been extended for an additional six weeks through July 2. Same sponsor will also star La Shore in a new Radio series to be heard via NBC Mondays & Fridays (10:00-10:30 P.M.) starting March 23. . . . Bob Hope will emcee the "Oscar Awards" scheduled to be aired and telecast via NBC from the RKO Pantages Theatre, March 19. . . . Some lucky American housewife, not only will be crowned "Queen for a Day" by producer Jack Bailey but she'll also be flown to London to witness the Coronation ceremonies of another Queen, Elizabeth II, in London, June 2.

☆ ☆ ☆

Vaughn Monroe's third motion picture for Republic, a collegiate musical titled "The Professor and the Co-Ed," will go into production in May. Vaughn's last picture, a western titled "Toughest Man In Arizona," has been doing very well at the box office. NBC is dangling a tempting exclusive TV offer to Tom Ewell, star of the new Broadway smash musical, "Seven Year Itch." . . . Producer Richard de Rochemont, accompanied by Pulitzer Prize-Winner, Marc Connelly, en route to Port-au-Prince, Haiti, where they'll set up plans to produce Marc's newest flicker, "The Spring," based on a Haitian story. . . . Jim Coy's daily news commentary on the "Today In N. Y." seg of NBC-TV's "Today" series, is breezy, informative and in fact nothing else but the real (Mc)Coy. . . . Yvonne de Carlo will make her telefilm debut Thursday on the Ford Theatre presentation of "Madame .44" over NBC-TV (9:30 P.M.) when she stars as a two-gun gal masquerading as a prim New England school marm. . . . With the addition of KTNT, Tacoma, Wash., WTAG-TV, Ann Arbor, Mich., KAFY-TV, Bakersfield, Cal. and KTTS-TV Springfield, Mo. (which will start telecasting in the Spring), DuMont Affiliates will total 94. . . . Joe Hornsby, jingeleer with BBD&O, is the composer of the Bing Crosby life story-inspired songhit "Am I Lucky," which Bob Kerr published, then sold to Robbins Music for beaucoup d'argent. . . . Robert Q. Lewis collects totem poles, 20 of which are currently on exhibition at the Fireside Inn. (Bob, tell us, pray tell, who climbs them?) . . . Barbara Britton (Mrs. North of the TV "Norths") expects Sir Stork to visit her for the third time in July.



Vaughn Monroe

☆ ☆ ☆

By special arrangement with Procter & Gamble, sponsors of the film series, "The Doctor," NBC will syndicate the Marion Parsonnet half-hour productions, making them available to local sponsorship in new markets. Latter syndication completed via Benton & Bowles, with the title being changed to "The Visitor." . . . Edith Adams, CBSongstress, who took a leave of absence from "Kovacs Unlimited," TVehicle in January for the role of "Sister Eileen" in the new click Broadway musical, "Wonderful Town," will return to the Kovacs program the third week in March. Robert Coleman of the (N. Y.) Mirror declared "She (Edie) can sing, act, dance and soothe the eyes. She's got everything." . . . Fred MacMurray and Wally (Mr. Peepers) Cox will visit Tallulah's "All-Star Revue" telecast (NBC) March 14. . . . Bob Downing, who won the "Dr. Christian" essay contest last year, has been making a name for himself as a thespian, having appeared during the past year with Martha Raye, Lily Pons, Ezio Pinza, Sarah Churchill, Harpo Marx and Paul Winchell.

To Use Educational Theatre TV Show As Technical Test

The March 21 educational theatre television program, set for seven theatres in New York and New Jersey, will be utilized as a major technical test for the medium, it was learned here at the weekend.

With a comparatively large group of engineers participating, efforts will be made to obtain the best picture pattern possible. Theatre circuit executives will weigh the results as an indication of what can be done for such programs as a Broadway show, a sales convention and other theatre TV programming. Although many types of theatre TV programs have already been telecast, theatre executives in the past have expressed disappointment with the results on the screen.

Tentative plans call for a committee of engineers, composed of circuit technicians, RCA personnel and A. T. & T. to supervise the event which will be telecast from the television studios of American Broadcasting Co. in New York. The program, sponsored by the Technical Society's Council of New York, will be viewed by an estimated 20,000 high school students who will see and hear addresses by leading educators on career possibilities in technical fields.

Tentative plans call for tests throughout the week prior to the Saturday morning one-hour show, which will get underway at 10 o'clock, and a dress rehearsal the night before the program. Engineers, according to present plans, will travel from theatre to theatre to watch the results on the screen and make recommendations.

The following theatres will be in the network: New York Paramount, Lane, Manhattan; RKO Fordham, Bronx; Fabian's Fox, Brooklyn; Century Circuit's Marine, Brooklyn; Prospect, Flushing, and the Lee, at Fort Lee, N. J.

MGM Starts New Film Promotion on TV

Highlights from "Battle Circus," starring Humphrey Bogart and June Allyson, shown on the Ed Sullivan "Toast of the Town" TV program on the CBC network last night, marked the first of eight M-G-M pictures to receive this time-of-release promotion through this national program.

Leslie Caron, in town for the world premiere of "Story of Three Loves" at Radio City Music Hall Thursday and "Lili" at the Trans Lux 52nd St. March 10, appeared in person as part of the TV audience last night and was introduced.

According to M-G-M, the next picture to be presented by Sullivan will be "I Love Melvin," scheduled for March 22, with Debbie Reynolds appearing in person. The remaining six pictures will include "Dream Wife" and five others to be announced.

The arrangement with Sullivan was made by M-G-M following the presentation of scenes from "Above and Beyond" in January along with the personal appearance of Robert Taylor. It is understood that both company and exhibitor reaction favored similar presentations.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 41 NEW YORK, U. S. A., TUESDAY, MARCH 3, 1953 TEN CENTS

Sol Lesser Has Only 1st 1,200 3-D Accounts

Stereo Techniques Then Changes Distributor

Sol Lesser's Stereo Techniques organization will handle the distribution of its tri-dimensional program only on the first 1,200 accounts and then will turn the subjects over to a national distributor or state rights companies, it was disclosed here yesterday.

On the basis of current business on the 3-D program, the series of Stereo Techniques will gross between $900,000 and $1,000,000 on its first 1,200 engagements, it was said. The films have played approximately 200 engagements to date.

The program, consisting of five short subjects, was produced under the three dimensional process of Stereo Techniques, of London. Less-

(*Continued on page 4*)

Baruch Key Speaker At Zukor Jubilee

"Elder statesman" Bernard M. Baruch will be the keynote speaker at the Adolph Zukor Golden Jubilee dinner here tomorrow night at the Hotel Waldorf Astoria. This was announced yesterday by dinner chairman Harry Brandt and Robert J. O'Donnell, international chairman of the Zukor tributes.

In addition to Baruch, other speakers will include New York Mayor Vincent R. Impellitteri, Nathaniel L. Goldstein, New York State Attorney General; Barney Balaban, Paramount

(*Continued on page 4*)

Must Open Books in Percentage Suits

COLUMBIA, S. C., March 2.—United States District Judge C. C. Wyche has ordered a complete inspection of all theatre books and records in seven pending percentage actions. The order was entered in suits by Paramount, Loew's, 20th Century-Fox, Warner Brothers, United Artists, Universal and Columbia against William Harold Hall, operating the Dixie Theatre and Hall's Drive-in, both located in West Columbia, S. C. In the case of the Dixie, the theatre records for each

(*Continued on page 4*)

Harman Says Technical Difficulties Of 3-D Cartoons Have Been Solved

The technical details of producing animated cartoons in three dimensions have been worked out by Hugh Harman, veteran cartoon producer and head of Harman-Ising, Inc. Harman said here that his organization was preparing its first 3-D subject and that he was in New York from Hollywood to discuss distribution.

In 1931 and 1932, Harman said, his company made tests of 3-D cartoons and that they were successful. However, production of the subjects appeared to be impractical at the time. The technical differences in producing tri-dimensional cartoons and live action are slight, but basically the technique is the same, requiring two film strips. Stories for the forthcoming three dimension cartoons are now in preparation, said Harmon.

Harman said that all companies were thinking about 3-D cartoon production. He said his company was not concerned about further tests as he "knows it will work."

It is reported that Paramount is taking steps to enter the 3-D cartoon field. Paramount's cartoons are made in New York by Famous Studios and it is understood that active operations will start when the necessary cameras are obtained.

Community Operations An Aid to Local Businessmen

MINNEAPOLIS, March 2.—The trend in this area, as in many parts of the country, toward the realization that a town which loses its theatre also loses a big business asset has prompted civic groups in four more North Central towns to underwrite theatre operation as a business stimulator.

Largest of the four new projects under consideration is at Deadwood, S. D., where 35 businessmen are considering the construction of a $170,000 building to include a theatre.

The town has been without a theatre for a year. The Deadwood, operated by the Black Hills Amusement Co., was destroyed by fire in 1951, but the Isis, under lease to the circuit, has been kept closed. Legal action to force the company out of the Isis was recently defeated.

Dr. F. S. Howe, a director of

(*Continued on page 4*)

Newsreels Increase Coverage; Survey Reveals New Gains

"The American industry's newsreels are giving the nation's film fans a more extensive coverage of world events than ever before." This is disclosed in a Motion Picture Association of America analysis of the contents of 520 newsreel issues released in 1952 by the five major newsreel organizations.

The survey shows that of some 3,300 newsreel topics presented last year, 785 dealt exclusively with some aspect of the foreign scene, an in-

(*Continued on page 4*)

Yates Calls 3-D Hollywood Hysteria; Defends TV Sales

By PETER BURNUP

LONDON, March 2.—H. J. Yates, Republic Pictures president, dashed some cold water on the rising three-dimensional film fever during a press interview following his arrival here from New York.



H. J. Yates

Yates gave it as his opinion that Hollywood largely has given itself over to hysterics on the subject of 3-D. True 3-D is not even in sight, he said. Hollywood's hysterical fit, declared Yates, has led in turn to confusion and panic.

Of some of his Hollywood confreres the Repblic chief remarked, "They're like a crowd of men fishing in an unknown pool and praying they'll drag up a crock of gold; though it's much more likely to be an old boot."

Maybe, Yates conceded, someone's 3-D dreams will one day come true,

(*Continued on page 4*)

Name Newbery Republic 'V-P' And Sales Head

Armour Succeeds in UK; Newbery Here Shortly

The appointment of C. Bruce Newbery as vice-president and director of sales of Republic Pictures in the United States was announced in London yesterday by president Herbert J. Yates. Newbery will succeed James R. Grainger, former executive vice-president and general sales manager. Newbery's appointment confirms MOTION PICTURE DAILY's story of Jan. 26 when it was stated that Newbery was in line for the post.

Yates yesterday also announced the appointment of Reginald Armour to Newbery's former position as vice-president and chief executive officer of Republic's British organization. Richard G. Yates, former assistant

(*Continued on page 4*)

See No Early Pacts For Branch Workers

More than half of the 32 exchange cities have been covered by the distributors' exchange operations committee for the purpose of negotiating new contracts with the branches' front and back office personnel, but to date no agreements have been reached. In fact, there is no sign currently of an early conclusion of the pacts and the

(*Continued on page 4*)

Formalize Divorce Of WB, WB Theatres

The physical separation of Warner Brothers Pictures and Warner Brothers Theatres was effected as of the close of business Saturday and the board of directors of the new Stanley-Warner Theatre Co. met here last night to formalize the transaction. The meeting was held here in the board room of the Warner Brothers Building, where Si Fabian and Samuel Rosen, president and vice-president, respectively, will make their headquarters.

The board, through Fabian, is slated to make a formal announcement today.

Personal Mention

PERRY LIEBER, RKO Radio advertising-publicity director, arrived in New York from the Coast yesterday.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, has left here for a trip through the Tri-States area, accompanied by SIMON B. SIEGEL, comptroller.

•

JEROME J. COHEN, motion picture insurance specialist, on Sunday will celebrate a birthday which will mark a third of a century in the film industry.

•

MILTON DUREAU, vice-president and general manager of Masterpiece Pictures, announces the birth of a second son to MRS. DUREAU in New Orleans on Saturday.

•

LT. TED SULLIVAN, JR., son of the vice-president and treasurer of Quigley Publications, returned to his home here yesterday after 10 months in Korea.

•

MORT SPRING, vice-president of Loew's International, returned here yesterday from the Coast, following six weeks in the Far East.

•

H. M. RICHEY, M-G-M exhibitor relations head, has returned here from the Oklahoma Allied convention in Oklahoma City.

•

JACK KAUFMAN, 20th Century-Fox sales manager in Cincinnati, will talk to the Rotary Club of St. Mary's, Ohio, tomorrow.

•

ROBERT WILE, executive secretary of the Independent Theatre Owners of Ohio, was in New York yesterday from Columbus.

•

SAMUEL GOLDWYN will arrive in Chicago today from Hollywood and will leave for New York later in the week.

•

JACK GOLDBERG, M-G-M manager in Albany, and MRS. GOLDBERG are on a cruise to Central America.

•

LUKE STEIN, president of Stein Theatres in Georgia and Florida, is recuperating at Pasadena, Cal.

•

ARTHUR LOEW, president of Loew's International, has left the Coast for South America.

Donald Mersereau Quits 'Film Daily'

Donald Miller Mersereau resigned late yesterday as associate publisher and general manager of *Film Daily*, and as general manager of *Radio Daily*. He had been with Jack Alicoate's trade paper publishing interests for some 30 years.

Mersereau will leave New York today or tomorrow for Palm Springs and a vacation.

Producers Split on Merits Of 3-D, Wide-Screen Films

HOLLYWOOD, March 2.—Ten members of the Screen Producers Guild, meeting an equal number of journalists at SPG's second meet-press luncheon, split about evenly today on the relative merits of stereoscopic and peripheral-screen systems, but were unanimous on their collective value to the industry as a stimulant to technological progress and public interest.

Informal, informed discussion lasting two hours brought out, from various speakers, the disclosure that all peripheral-screen systems now in existence or in experimentation are susceptible to being used with stereoscopic processes requiring audience viewers as well as otherwise. Producers William Pine and Bryan Foy, each fresh from completing his first production in three-dimension, differed to some extent on the manner in which the new medium should be cultivated, but agreed that its usefulness and durability will depend on the immediate supply of quality product.

Other producers participating were Samuel G. Engle, chairman of the public relations committee, Harriet Parsons, Buddy Adler, Hall Bartlett, Robert Bassler, Stanley Kramer, Walter Mirisch, Ted Richmond and Carey Wilson.

Rank to Use 3-D Stableford Screen

LONDON, March 2.—Regarded as the most significant step taken so far on this side in the 3-D flurry is the decision of J. Arthur Rank to equip all of his 551 theatres with the three-purpose Stableford screen, claimed to be suited to the screening of 3-D, panoramic or standard 35mm. films.

The decision follows prolonged tests at Rank's experimental TV theatre in the London suburb of Penge, at the Festival of Britain Telecinema and at the 2,075-seat Kensington Odeon.

J. L. Stableford, optics specialist and inventor of the screen, has just returned from the U. S. following a demonstration before a joint Research Council-SMPTE gathering. He reports his factory is working at capacity filling American orders for the screen.

Set the Basis for SMPTE Convention

Stereoscopic motion pictures and the engineering of drive-in theatres stand out in the schedule of sessions for the Society of Motion Picture and Television Engineers' 73rd convention at Los Angeles on April 27-May 1, it is announced by program chairman Ralph Lovell of NBC Television, Hollywood.

Other special subjects slated for discussion are color television standards being developed by the National Television System Committee, subscription television, magnetic recording and editing and high-speed photography.

Technicolor Tests Rival Processes

LONDON, March 2.—Technicolor has installed the necessary equipment to test and use the more important of rival color processes, the better to serve the industry, Dr. Herbert T. Kalmus, Technicolor president, said here.

Kalmus said there is no doubt the industry is going more completely into color, with other processes being used more extensively than hitherto. Total positive film sold by Technicolor in 1952 was 37 per cent more than the preceding year, he said.

Last year the British company supplied Technicolor facilities for 28 feature films, as against 13 in 1951. Present indication is that 34 Technicolored features will be made here this year.

Kalmus said important film interests in Germany, France and Italy have asked Technicolor to establish laboratories in those countries. He reported his company is cooperating with most of the 3-D processes in an endeavor to enhance entertainment values.

Maas to Tokyo for Quota Conferences

Irving Maas will represent member companies of the Motion Picture Export Association in Tokyo at the forthcoming conferences on the new Japanese film quota for the next fiscal year, which starts April 1. Eric Johnston, MPEA president, cabled the Japanese government yesterday that Maas would leave New York for the parleys tomorrow.

Whether Maas will represent members of the Society of Independent Motion Picture Producers had not been determined late yesterday. The MPEA was trying to contact SIMPP president Ellis Arnall to learn if he wanted to have his association's own representative at the meetings.

Kansas City Grosses Dip 75% Due to Snow

KANSAS CITY, March 2.—The most severe storm of the winter hit the Kansas and Missouri area yesterday and sent grosses in this city down to scarcely 25 per cent of normal Sunday business.

$48,000 for 'Peter Pan'

CLEVELAND, March 2.—With a record-shattering $48,000 opening week take, "Peter Pan" reportedly did more business here at the 3,300-seat RKO Palace than anywhere in the U.S. in proportion to population.

NCA Board Meeting March 9 on 3-D

Minneapolis, March 2.—The board of North Central Allied has been summoned to a March 9 meeting at the Nicollet Hotel here to probe the impact of three-dimensional films.

Benjamin Berger, NCA president, declared that 3-D was a potential "shot in the arm" for film exhibitors, but said that there were many sides to the problem which need study.

The board will also complete plans for the annual convention which opens May 5 in Minneapolis and will discuss further methods of combatting pre-release engagements and other terms which Berger said were hurting independent exhibitors.

Merman Is Hostess At 20th-Fox Party

Scores of Ethel Merman's friends of the entertainment, political, social and business worlds, last evening assembled at the star's invitation to see an advance showing of 20th Century-Fox's "Call Me Madam." The preview, held at the home office of the company, was followed by a party at which Miss Merman was hostess.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"Tonight We Sing"
Ezio PINZA • Roberta PETERS
Tamara TOUMANOVA • David WAYNE
Color by TECHNICOLOR
A 20th Century-Fox Picture
plus Spectacular STAGE PRESENTATION

DEAN MARTIN AND JERRY LEWIS
HAL WALLIS' Production
THE STOOGE
A Paramount Picture
in Person JONI JAMES DAVE BARRY LEWIS and VAN Extra Added Attraction JOHNNY LONG and His Orchestra
PARAMOUNT TIMES SQUARE
Midnight Feature

2 BIG I. F. E. HITS ON B'WAY!

SILVANA MANGANO as Anna
co-starring VITTORIO GASSMAN
BRANDT'S GLOBE B'way & 46th St.


2nd MONTH FERNANDEL In "THE LITTLE WORLD OF DON CAMILLO"
BIJOU 45th St. W. of B'way • CO 5-8215

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OO-LA-LA



Such MOO-LA-LA in MOULIN ROUGE

Capitol Theatre, N.Y.C.
SECOND WEEK GROSSES EXCEEDED RECORD-BREAKING OPENING WEEK! FEB. 23rd BUSINESS BROKE A 33 YEAR RECORD FOR THE BIGGEST MATINEE AT THIS THEATRE!

Carib, Miami, Miracle Theatres–Miami
"BIGGEST OPENING DAYS COMBINED GROSS IN HISTORY OF THESE THEATRES. AUDIENCES TERRIFICALLY ENTHUSIASTIC. ANTICIPATE LONG SUCCESSFUL ENGAGEMENT. 'MOULIN ROUGE' IS REALLY RED HOT."
–Sidney Meyer

RED HOT—and how—all over!
LOS ANGELES–Fox-Wilshire: GREAT IN ITS 10th WEEK!
SAN FRANCISCO–United Artists: BROKE HOUSE RECORD FIRST WEEK!
PHOENIX–Fox: THE S.R.O. SIGNS ARE OUT!
TUCSON–Fox: SMASH OPENING--AND SOARING!
BOSTON–Orpheum: SIMPLY SENSATIONAL BIZ!

WALTER WINCHELL says: "Superb! The critics embraced it with 4 stars!"

ROMULUS presents JOSÉ FERRER in John Huston's "MOULIN ROUGE"
Color by Technicolor • with ZSA ZSA GABOR • SUZANNE FLON
And Introducing • COLETTE MARCHAND • A ROMULUS Production
Directed by JOHN HUSTON • Screenplay by Anthony Veiller and John Huston
From the Novel "MOULIN ROUGE" by PIERRE LA MURE

thru UA

7 ACADEMY AWARD NOMINATIONS!

Yates Calls

(*Continued from page* 1)

But, he maintained, in the ultimate analysis, the test lies in the picture itself.

"I have given firm orders to my own people to concentrate on making 20 good pictures a year and to forget all about this business of glasses and wide screens."

Delicate Subject

Yates went on to defend Republic's policy of selling films to television, a delicate subject in this land in which the Cinematograph Exhibitors Association has vowed that its members will not trade with a producer who services TV.

As a producer of motion pictures, Yates claimed the right of any manufacturer to sell his wares in any profitable market. You can't just brush off television, ran the argument. It's here and it will grow into the world's biggest entertainment medium, if indeed it is not so already. Film is, and more so in the future, its food. The motion picture business has to face the inevitability of some kind of integration with the putative enemy.

Yates believes he has the answer to the Sphinx's riddle. As the manufacturer, he will trade with both classes of retailer and make film for theatres and TV.

12 "B" Films

Yates said that the newly registered Republic Productions (Great Britain), Ltd., will make 12 "B" pictures slightly over 3,000 feet in length here. The pattern will be set by the first three, to be made by Western-producer R. G. Springsteen; the others to be made by British technicians. Yates said experiments have shown that an acceptable package program can be made up of a good feature, a newsreel and one of his 30-minute pieces.

He declined to comment on a suggestion that a 30-minute picture is just what TV needs but said he will set up similar production projects in any country that he finds convenient.

Yates said that Republic's sales of films to television last year brought his company $3,000,000. He reckons on $5,000,000 from that source this year, clear enough indication that more sales to TV are in prospect.

Baruch Key Speaker

(*Continued from page* 1)

president, and O'Donnell. Canon Edward N. West, D.D., of the Cathedral of St. John the Divine, will give the invocation.

The entertainment portion of the program will be headed by Bob Hope and Rosemary Clooney. Also scheduled is a film featurette, "The Adolph Zukor Story," prepared by Paramount News editor A. J. Richard and Russell Holman, Eastern production head of Paramount.

Meanwhile, Zukor will be honored today by the 14th Street Association in two ceremonies, citing Zukor's start in the amusement business with a penny arcade on 14th St. A luncheon at Luchow's and the unveiling of a plaque on the site of the penny arcade, now the site of Ohrbach's, are included in the ceremonies.

Newsreels Increase

(*Continued from page* 1)

crease of 118 topics of foreign source over the previous 12 months, marking one of the greatest years on record for overseas coverage.

American newsreels last year recorded salient events and happenings in 71 different countries and territories of the world.

Great Britain, with 274 sequences, provided the richest source of newsworthy material. Korea rated second with 242 sequences. Other countries that figured importantly were France, Germany, Italy, Canada and Japan.

The broader coverage of international events brought no curtailment in newsreel attention to the domestic front. In all, the reels brought out over 2,500 sequences covering every newsworthy facet of life and activity in the U. S. The Presidential election and campaigns alone accounted for 305 of the topics.

Sports continued to be an important reservoir of news, with sequences on football again outnumbering those on baseball by better than a two-to-one ratio. Water sports gained in topical frequency, replacing horse-racing for third place.

Despite the accelerated pace of defense preparations, the reels reflected substantial gains in scientific and industrial progress with 101 sequences devoted to this category as against 66 during 1951. News developments affecting the nation's health and welfare showed corresponding gains with 44 topics in 1952 compared with 29 for the preceding year. Education and labor also captured a greater share of attention in 1952.

A relatively large number of disasters hit the nation last year, according to the newsreel tabulations. Holocausts and catastrophes, both in the "Act of God" and man-made categories, numbered 137 last year—33 more than in 1951.

Unprecedented Number

Theatres in 1952 exhibited an unprecedented number of newsreel issues devoted entirely to a single subject. There were 31 such issues last year, against only 10 during the previous year. Twenty-four of the 31 special editions dealt with the political conventions, the Presidential candidates and President Eisenhower's visit to Korea.

The American industry, through its newsreels, continued its record of cooperation with public welfare projects, devoting 63 sequences to humanitarian, civic and charitable causes. The analysis of the contents of American newsreels is part of a continuing study made under the direction of MPAA's Newsreel Committee of which Walton C. Ament, vice-president of Warner Pathe News, is the present chairman.

SAG Won't Defend Mexican Actress

HOLLYWOOD, March 2.—The Screen Actors Guild tonight rejected a request from the Mexican Actors Guild for SAG "intervention in favor of our member Miss Rosaura Revueltas, whose unjustified, unpredictable detention has caused deep indignation in our country."

The Mexican actress was taken into custody last week at Silver City, N. M., by immigration officials on the suspicion of illegal entry.

The SAG reply to the Mexican Actors Guild request read in part: "We will always protect the wages and working conditions for actors of all nationalities working in the United States for film producers who have signed our basic agreement. We want you to know, however, that Miss Revueltas was working for a non-union company, not signatory to our contract." The untitled film in which the Mexican actress was working had been condemned by SAG and the AFL Film Council previously.

Newbery Named

(*Continued from page* 1)

to Grainger, will be assistant director of sales under Newbery.

Newbery is expected to leave London for New York within the next 10 days to take up his new duties. Armour assumed his new duties in London yesterday. Upon his return to New York, Yates will attend several regional sales meetings with Newbery throughout the United States. Similarly, Richard W. Altschuler, president of Republic International, is arranging a tour of Great Britain with Armour.

Red Cross Post for Sigmund Gottlober

Sigmund Gottlober, executive director of the Foreign Language Press Film Critics' Circle, has been appointed to direct the publicity and promotion drive in the New York foreign language press and radio on behalf of the American Red Cross annual fund drive for 1953.

This will mark the 12th consecutive year of service to the Red Cross in this capacity by Gottlober.

Lesser's 3-D

(*Continued from page* 1)

er's only connection with that process, at this time, is in the distribution of the five pictures in the United States. He bought the distribution rights from the London company.

Lesser's process for making 3-D films is Stereo-Cine, which he owns with Raphael Wolff, Hollywood advertising and industrial film producer, who developed the Stereo-Cine process and technique. There is no connection between Stereo-Cine and Stereo Techniques. One film already has been filmed by Lesser in the Stereo-Cine process. This is "Carmenesque," starring Lili St. Cyr. A second picture using the same process is in production.

Marian Gueth Resigns

BUFFALO, March 2.—Marian Gueth has resigned as secretary of the Motion Picture Theatre Owners of New York, Western zone, after 29 years with that local exhibitor organization and has accepted a position with the rehabilitation division of the Veterans Administration.

Local Business

(*Continued from page* 1)

Phoenix Realty, which is sponsoring the new project, told a merchants' committee that "if Deadwood is to have a theatre it must be a community project," adding, "if Deadwood is to continue living and growing as a city, our need is as great for a theatre as it was for the hospital." Howe pledged a $25,000 donation toward the project providing that businessmen raise at least $100,000.

A Mediapolis, Iowa group of 45 businessmen have organized the Citizens' Theatre Committee and have taken over the lease on the Swan Theatre from I. R. Lesne and Mrs. Lily Johnson. The committee will operate the house four nights a week, Wednesday, Friday, Saturday and Sunday, with a children's free show on Friday nights.

A Lake Bronson, Minn., Commercial Club has voted to reopen a shuttered theatre as a community project. A committee headed by Harris Hallgren will direct operations. Further cooperation was reported in the installation of 150 new seats by the local American Legion post.

The Victory Theatre at Fontanelle, Iowa, will be reopened and operated by the Fontanelle Enterprise Club and a committee headed by C. C. Wallace was instructed to draft a plan guaranteeing support of the project.

Percentage Suits

(*Continued from page* 1)

day of operation from Jan. 1, 1941 to Aug., 1952 are required to be produced by the defendants.

In his opinion, Judge Wyche made reference to his consideration of similar motions pending by distributors against Herbert B. Ram and others and affirmed his prior ruling.

Augustus T. Graydon and C. T. Graydon of Columbia, S. C. represented the distributors with Sargoy and Stein, New York, of counsel.

Percentage Suits Against Newbold Circuit Settled Out of Court

BLUEFIELD, W. Va., March 2. — Seven pending percentage actions in Federal Court against the Newbold Circuit have been terminated with the filing of a stipulation in the court by attorneys for both sides to the effect that the matters in difference between the parties have been settled.

The seven actions were by Paramount, Loew's, Warner Brothers, RKO Pictures, United Artists, Universal and Columbia against Newbold, operating theatres in West Virginia and Kentucky.

Paxton and Seasongood of Cincinnati and A. J. Lubliner of Bluefield represented the distributors, with Sargoy and Stein, New York, of counsel.

No Early Pacts

(*Continued from page* 1)

parleys may extend well into the spring.

It is reported unofficially that the local unions are "comparing notes" on the conferences held in the various cities in order to reach a basis for provisions of new contracts. The negotiating committee has been broken up into three "teams" which are touring the country. Each team has about five more cities to visit.

Kas. Censor Repeal Measure Seen Dead

Topeka, March 2.—With the present session of the state legislature drawing to a close, little chance of action is seen on the bill introduced by Rep. Milo Sutton to end film censorship in Kansas.

The bill still is in the house State Affairs committee, to which it was referred following its introduction. Indications are it will remain there. Rep. Sutton is one of 20 Democrats in a house composed of 125 members. The state administration is Republican and 35 of the 40 state senators are Republican.

Enact Bill to Cut Mont. Theatre Tax

HELENA, March 2.—A bill reducing Montana license taxes on motion picture theatres has been passed by the legislature and sent to the governor for signature.

A 1947 law required Montana theatres to pay a tax of 1¼ per cent of gross ticket sales above $12,000 a year. The new measure raises that exemption to $20,000.

Amusem't Tax Take Rises in Chicago

CHICAGO, March 2.—City amusement tax figures released by the city collector's office here today reflect an increase in January theatre receipts over those of the corresponding month last year. February collections (on January receipts) this year were $90,654.49, against $87,130.49 last year, an increase of roughly four per cent.

Starr in Air-time Change

A change of air time marks Martin Starr's entry into his sixth year for New York station WINS as drama critic and motion picture commentator. The reporter will be heard, beginning last night, at 7:30 P.M., instead of 7:00 o'clock with his nightly coverage of Broadway-and-Hollywood over his programs, "Movie Starr Dust" and "Broadway Starr Dust."

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Boasberg, Kramer To Toronto Meeting

Charles Boasberg, general sales manager for RKO Radio, and Sidney Kramer, short subject sales manager, will leave New York tonight for Toronto for the final session of a series of meetings with the field sales force in preparation for the company's forthcoming "25th Anniversary Drive," March 6-June 25.

Walter Branson, assistant general sales manager, will join them in Toronto tomorrow following completion of a meeting today in Chicago. Other home office sales executives who will be present include Harry Gittleson, assistant to Branson, and Frank Mooney, assistant to David Prince, Southern division manager.

Attending from the field will be Carl Peppercorn, Canadian district manager, and branch managers JACK Labow, Toronto; Harry Cohen, Montreal, and Meyer Nackimson, Winnipeg.

Owen Will Conduct Albany Meet Today

Fourth in the current series of Paramount Eastern and Southern division branch meetings of spring and summer releases is taking place in Albany today, with Hugh Owen, division manager, presiding. Owen has conducted meetings in the Atlanta, Boston and New Haven branches.

Owen will return to New York tomorrow to attend the Variety Clubs International dinner honoring Paramount board chairman Adolph Zukor on his Golden Jubilee in the industry. The following day Owen will proceed to Buffalo, where another branch meeting will be held. Subsequently he will hold meetings in New Orleans, Jacksonville, Charlotte and New York.

Johnston to Testify On Overseas Program

WASHINGTON, March 2. — Motion Picture Association of America president Eric A. Johnston is tentatively scheduled to testify Friday before a Senate Foreign Relations sub-committee studying the government's overseas information program.

The sub-committee, which is headed by Sen. Hickenlooper (R., Iowa), is studying all information media and is planning to hear both industry and government officials. Committee spokesmen said that the motion picture hearings might start even earlier, since several witnesses who were invited to testify Wednesday and Thursday have not yet replied. Moreover, additional witnesses might testify Friday, it was stated.

AMPA Membership Meet Next Tuesday

The annual membership luncheon-meeting of the Associated Motion Picture Advertisers will be held here next Tuesday.

The purpose of the meeting is to appoint a nominating committee for new officers and to discuss business and policy items, including continuation of the AMPA school, publication of a book based on the course and program ideas for future meetings.

Would Repeal Tenn. Theatre Tax Law

Nashville, March 2.—A 1949 Tennessee law authorizing cities and counties to levy a 20 per cent tax on admissions to theatres and other places of entertainment would be repealed under terms of a bill introduced in the State Legislature by Sen. Charles M. Everhart of Kingsport and Rep. Richard T. Moore of Newbern.

Goldenson Reports New Goal for Palsy

United Cerebral Palsy and its affiliates will seek to raise $7,500,000 during the 1953 campaign, Leonard H. Goldenson, national UCP president, discloses.

Stressing the urgency for expanding the work for the Cerebral Palsied, Goldenson, who also is president of American Broadcasting - Paramount Theatres, said that "only a fraction" of America's 550,000 palsied children and adults are now receiving the proper treatment and care.

The new $7,500,000 goal set for the national campaign during May will enable United Cerebral Palsy and its more than 100 affiliates and subaffiliates in 33 states to enlarge their operations, he said.

20th, NT Shares To Lehman, C. Skouras

WASHINGTON, March 2.—Robert Lehman, a director of 20th Century-Fox, bought 7,000 shares of 20th-Fox common stock, $1 par value, in January, it was disclosed yesterday by the Securities and Exchange Commission. The purchase increased Lehman's direct holdings in the company to 7,500 shares.

The SEC also reported that Charles P. Skouras, president of National Theatres, purchased 11,700 shares of common, $1 par value, also in January, bringing his direct holdings to 11,710 shares. His wife, Florence L. Skouras, owns 200 shares in her own names.

Top Capital Brass Sees 'Julius Caesar'

WASHINGTON, March 2.—Motion Picture Association of America president Eric A. Johnston and Mrs. Johnston were hosts tonight at a buffet supper and screening at MPAA headquarters for House Speaker Joseph W. Martin. The film was M-G-M's "Julius Caesar."

Guests also included Treasury Under-Secretary and Mrs. Marion B. Folsom, Presidential assistant Sherman Adams and Mrs. Adams, and members of the Senate and House.

Two More Tax Bills In Congress Hopper

WASHINGTON, March 2.—Two more admission tax bills have been introduced — one by Rep. McMillan (D., S. C.) to repeal the tax and another by Rep. Fogarty (D., R. I.) to exempt theatres from the tax.

Allied Explores Air Travel to Conclave

BOSTON, March 2.—Allied is planning to take advantage of the forthcoming chartered coach service of the various airlines to bring delegates to the association's national convention here Oct. 3-7. Tie-ins with the airlines for chartered trips are now being explored by the convention's attendance committee. The air transportation firms are about to announce a coach service at a saving of approximately one-third of the normal fare.

The amounts of the savings for air travel to the convention will be sent to Allied units throughout the country by the Independent Exhibitors of New England, the host unit.

Various convention committees met here to discuss all phases of the forthcoming conclave. It was decided to have a "keynote" theme for the entire convention, but the subject was not selected at the meeting.

New Maryland Censor

BALTIMORE, March 2.—Maryland's Governor McKeldin has sent to the State Senate for confirmation the name of Mrs. Maude B. Dorrance of Harford County to replace Mrs. Eva M. Holland of Baltimore on the Board of Motion Picture Censors. It is expected the appointment will be confirmed.

Kill Mass. Censor Bill

BOSTON, March 2.—A bill which would have provided for censorship by the Massachusetts State Department of Public Safety of all foreign films brought into the state has been rejected by the Massachusetts House of Representatives.

Kill S.D. Sunday Bill

PIERRE, So. Dak., March 2.—A bill to legalize Sunday motion picture shows, ball games, operas, ballets and other forms of amusement where an admission is charged has been killed by the South Dakota Senate.


See more...do more—
enjoy the best for less!
FLY TWA
to EUROPE in
THRIFT SEASON
and SAVE!
You can save more than $100 on a TWA ticket to Europe and return (through March 31). See your travel agent or call Trans World Airlines.
ACROSS THE U.S AND OVERSEAS . .
FLY TWA

Reorganization of Warner Bros. Pictures, Inc. In Accordance With Court Decree

The management of Warner Bros. theatre circuit changed at midnight February 28.

To sum up recent history in the motion picture industry, a government divorcement decree dated January 5, 1951 ordered that a single management may not operate both Warner Bros. exhibition and production-distribution. The decree ruled that Warner Bros. Pictures, Inc. might operate only one or the other. Transfer of theatre circuit management was set for the end of business February 28, 1953.

The date is historic in the life of the corporation and the Warner brothers. We have founded, built and developed what we believe to be a very important company in a very important industry and art – that of the motion picture. We were guided in filming and exhibition by pride and standards of service and showmanship we had set for ourselves. We knew high standards in production would be valued by exhibitor and audience. We devoted ourselves sincerely and hopefully always to the principles of good American citizenship and service to the free thinking people of the world in the conduct of the company.

It is with regret, therefore, that we leave a splendid theatre organization and the great associates who helped to build it. The regrets are tempered by the knowledge that the new officers of Stanley Warner Corporation are men who are also veterans in show business and exhibition. Mr. Fabian and his associates, who will be the chief executives of the new theatre company, have always conducted their own enterprises in the finest traditions of show business and service to the community. We wish them the greatest possible success.

We want to say too, at this time of hail and farewell, that our efforts in the production and distribution of motion pictures will continue with every resource of our great producing company, Warner Bros. Pictures, Inc. All the members of our production-distribution organization will continue also to explore new ways to entertain the public, as we have in the past with the introduction of the modern talking picture and WarnerColor, and to provide exhibitors with the best possible materials for box-office benefits and the exercise of showmanship.

Sincerely,

Harry M. Warner — HARRY M. WARNER

Albert Warner — ALBERT WARNER

Jack L. Warner — JACK L. WARNER

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 42 NEW YORK, U. S. A., WEDNESDAY, MARCH 4, 1953 TEN CENTS

Fabian Takes Over Control Of S-W Houses

Sounds Confident Note On First Operating Day

By AL STEEN

(Photo on Page 4)

Si Fabian and Sam Rosen formally initiated their first day as president and executive vice-president, respectively, of the new Stanley-Warner Co. here yesterday by sounding a note of high optimism on the future of the motion picture business. The company executives called in the trade press for a question and answer session, following the completion of the details in connection with the sale by the Brothers Warner and their families of their stock in the new theatre company to Fabian Enterprises.

Fabian asserted that his great faith in the future of the industry prompted the deal whereby he acquired the Warners' interest in approximately 300 theatres. He said

(*Continued on page* 4)

Levey Making Edison Story

In cooperation with the Thomas A. Edison Foundation and the assistance of Mary Pickford and Cecil B. DeMille, production has been started by producer-distributor Jules Levey on a feature picture tentatively titled "The Life of Thomas A. Edison." A contract covering the rights to the story were signed yesterday in West Orange, N. J., by Admiral Harold G. Bowen, executive director of the Foundation. Charles Edison, son of the famous inventor and former gov-

(*Continued on page* 4)

AB-PT Divests 60 More Theatres

American Broadcasting-Paramount Theatres yesterday completed on schedule the divestiture of another 60 theatres, representing a total to date of two-thirds of the 180 divestitures required by the Federal consent decree. In the most recent divestiture 60 theatres were disposed of in the past six months, according to Walter

(*Continued on page* 4)

ADOLPH ZUKOR'S Golden Anniversary

By SHERWIN KANE

FIFTY years ago today Adolph Zukor brought to reality his decision to enter upon a new business career—the operation of a penny arcade in Union Square, New York. He was 30 years of age. Half of those years had been spent in the fur business in America, the remainder as a boy in his native Hungary.

From that beginning has evolved much of the industry of motion pictures as we have known it and know it today. Adolph Zukor was responsible for much of its growth. His was a key role in its swift transition from store room peep-show to the fabulously popular and glamorous art-industry which it became in every corner of the globe.

It is in gratitude and deep respect for his contributions and achievements that did so much to bring the motion picture to greatness that not only today's leaders of this industry, but leaders of other industries and civic dignitaries as well, gather at the



ADOLPH ZUKOR

Waldorf-Astoria Hotel here tonight to honor Adolph Zukor on the occasion of his Golden Anniversary in his "new" business career.

This day's tribute to his achievements, sponsored by the Heart of Show Business—the Variety Clubs International—is the sincere expression of the respect and esteem in which Adolph Zukor, the man and the builder of industry, is held by so many.

"Call Me Madam"

(20th Century-Fox)

THAT well-worn expression, "There's nothing wrong with this business that good pictures won't cure," certainly applies to "Call Me Madam." If there were more pictures like this Ethel Merman starring production, there would be no need for worry over TV competition or the confusion resulting from the inroads being made by tridimensional films and panoramic screens. In short, "Call Me Madam" is tops.

The Irving Berlin music, the dance creations of Robert Alton, the color by Technicolor, the costume designs by Irene Sharaff, Arthur Sheekman's screenplay, Walter Lang's direction and producer Sol Siegel's deft supervision, plus superb sets and a flawless cast, are combined to make this the fastest 114 minutes of entertainment that has come along in many a moon.

Miss Merman has been surrounded by stellar names who give stellar performances. Donald O'Connor, Vera-Ellen, George Sanders, Billy De Wolfe and all the others have been expertly cast. And as for Miss Merman —there's only one Ethel. It would be difficult to imagine anyone else in the role of Sally Adams, the U. S. ambassador to the mythical kingdom of Lichtenburg.

The film edition follows the stage version of the Howard Lindsay-Russel Crouse musical closely. Naturally, however, the screen can give greater scope and more lavish treatment to the story. And the story, with all its substance, provides, mainly, the reason for the colorful production numbers,

(*Continued on page* 11)

Good Chance For U.S. Tax Repeal: Compo

Cole, McGee Optimistic After D.C. Conferences

There is "a good chance" that the Federal 20 per cent admission tax will be repealed at this session of Congress, it was declared yesterday by Col. H. A. Cole and Pat McGee, co-chairmen of the National Tax Repeal Campaign Committee, in a statement issued through the Council of Motion Picture Organizations.

The statement urged the industry to disregard discouraging rumors regarding tax repeal and to continue "the fine spirit of cooperation that has so far been shown in the repeal campaign." Cole and McGee also asked people in the industry, especially state and Congressional repeal campaign committee members, to hold themselves available for further

(*Continued on page* 11)

New Disney, RKO Pact

James R. Grainger, president of RKO Pictures, and Roy O. Disney, president of Walt Disney Productions, yesterday disclosed here that a new distribution arrangement had been consummated between the two organizations for the handling of Disney product by RKO.

The first film to be released under the new agreement will be Disney's newest Technicolor production, "The Sword and the Rose," which co-stars Richard Todd and Glynis Johns, and was produced by Walt Disney. It is

(*Continued on page* 4)

Zukor Honored at Penny Arcade Site

To succeed in business, trust the public's attitude toward the product you are selling rather than your own, was the advice Adolph Zukor gave yesterday in thanking members of New York's 14th Street Association for honors bestowed on him in connection with the celebration this year of his 50th anniversary in the motion

(*Continued on page* 7)

Personal Mention

ROBERT F. BLUMOFE, United Artists West Coast representative,arrived here from Hollywood yesterday for home office conferences.

•

NORM LEVINSON of Loew's Poli Theatre, Hartford, and IRV RICHLAND of Hartford Amusements, also of that city, are en route to South America on a cruise.

•

EDWARD FELDMAN of the 20th Century-Fox publicity department, has become engaged to MISS LORRAINE KAIN of the Otto Kleppner Advertising Agency.

•

GEORGE ROTH, general sales manager of Fine Arts Films, left here yesterday for Philadelphia, Pittsburgh and Chicago.

•

WALLACE ELLIOTT, former Warner Theatres Cleveland manager, has returned to that post from the Warner West Coast theatre department.

•

J. E. ELLIOT,, JR., who formerly owned and operated the Cardinal Theatre, Hodgenville, Ky., is now at the Post Exchange at Fort Knox, Ky.

•

MORI KRUSHEN, United Artists exploitation manager, is on a one-week swing through Chicago and Cleveland.

•

MITCHELL RAWSON, M-G-M publicist, is due back here today from a visit to the Culver City studio.

•

AL ADAMS, associated with EMIL VELASCO, TV film producer, is back at his desk after recovering from pneumonia.

•

MILTON HARRIS has been named Cleveland publicity manager for RKO Radio, succeeding JOSEPH LONGO.

Paramount's Jackson Heads Cancer Drive

Appointment of Alan Jackson, story and play editor of Paramount Pictures, as chairman of the motion picture division for the April "Cancer Crusade" has been announced by John Reed Kilpatrick, president of the New York City Cancer Committee.

"Motion picture people have always been generous with their time in helping the cause of cancer control," Jackson said. "Now I will ask them to be as generous with their funds to help finance the year-round local and national programs of cancer research, professional and public education and service to patients."

McKenna Named Buyer

John McKenna, former exchange manager for United Artists, Film Classics and Eagle Lion, has been appointed Newark zone film buyer for Stanley Warner Theatres, Frank Damis, zone manager, has announced. McKenna has been with the S-W film buying and booking staff in Newark for the past 18 moonths.

NCA to Seek Court Relief From Pre-releasing Policy

MINNEAPOLIS, March 3.—Twin cities independent exhibitors declared war today on the growing custom of pre-release engagements which they charged cancel out in effect the terms of the government's consent decree imposing reasonable clearances on product.

Led by Benjamin Berger, president of North Central Allied, the exhibitors group composed of both members and non-members of NCA, indicated that it will seek court relief by injunctive procedure against the advanced price, pre-release policy which results in two first-runs in downtown situations and the bypassing of subsequent-run suburban houses.

The special indignation meeting was touched off by the report that one current attraction, 20th Century-Fox's "Tonight We Sing," and three upcoming pictures, "Peter Pan," "Salome" and "Hans Christian Andersen," were to be offered to loop houses only and were then to be withdrawn. While terms were also the target of heavy criticism, the exhibitors agreed that the worst of the evil was the policy, growing in scope, which bypassed the suburban houses.

A suggestion by Berger that the independents picket first-run houses running such pre-release pictures at advanced prices was rejected. Further action was to be taken at a meeting of the NCA board next Tuesday.

Milwaukee Loge Installs Officers

MILWAUKEE, March 3. — Local branch managers and their wives were dinner guests of Milwaukee Loge No. 4 of the Colosseum of Motion Picture Salesmen of America at the Elks Club. David Beznor, general counsel for the Colosseum, and his wife were among the guests.

The occasion was the annual installation dinner for new officers. Installed as president was L. J. Seidelman, Republic; vice-president, Morton Kramer, Columbia; secretary-treasurer, George Edgerton, 20th-Fox; segeant-at-arms, William Schwartz, U-I; and Robert Baker and M. Anderson, both of RKO Radio, as trustees.

Dave Chapman, Columbia Pictures, was presented with a radio in recognition of his services as president for the previous year.

AFL Head Backs T-H Law Changes

WASHINGTON, March 3.—Provisions of the Taft-Hartley law permitting workers to stay on the job for up to 30 days without joining the union are "meaningless" in the amusement industry and other industries where workers are hired by a particular employer for only a limited period, American Federation of Labor president George Meany declared today.

He presented the AFL's views on Taft-Hartley changes to the House Labor committee. He urged repeal of the law's provisions prohibiting a full union shop, under which workers must join the union as soon as they are hired.

Wis. Bill Aimed at Drive-In Locations

MADISON, March 3.—Assemblyman Romell, Adams Republican, has introduced in the Wisconsin legislature a bill to regulate the locations of drive-in theatres built after July 1.

The measure would prohibit construction of drive-ins within a quarter of a mile of any state or county highway. Exits would have to lead to town roads or village streets.

Altec Coast Meet on Stereo Sound Issues

HOLLYWOOD, March 3.—Technicians and engineers of Altec Service and Altec Lansing are meeting here this week with G. L. Carrington, president, to study stereophonic equipment design and manufacture.

The Altec representatives also will confer with studio sound directors to clarify theatre problems involving stereophonic sound reproduction, which the group is convinced will be part of the industry's eventual 3-D standards.

Name Robert Riley Technicolor 'V-P'

HOLLYWOOD, March 4.—Technicolor president Dr. Herbert T. Kalmus today announced the appointment of Robert Riley as vice-president. Riley, with Technicolor for more than 30 years, started with the company in Boston in 1922, participated in establishing the company's plant here, and has served in many capacities. In his new post he will have charge of Hollywood sales and continue as director of studio operations.

EK Sales Are Up, Profits Are Down

ROCHESTER, N. Y., March 3.—Consolidated net sales of Eastman Kodak increased to a new high in 1952 for the third consecutive year. They were $575,022,750, up six per cent from $542,284,510 for 1951, Thomas J. Hargrave, chairman, and Albert K. Chapman, president, reported in E. K.'s annual statement.

Consolidated net earnings were $45,803,851, equal to $2.74 a share on 16,554,935 shares of common stock, against $49,025,906, or $3.23 a share on 15,030,675 shares in 1951.

New U.A. Albany Mgr.

BUFFALO, March 3.—Irving Mendelsohn has been appointed United Artists sales manager in the Albany territory by Mannie A. Brown, general manager of the U. A. Buffalo and Albany branches. Mendelsohn replaces Bert Adler, who will become booker for Allied Artists in Albany.

Trade Practice Probe Off Till Late April

Washington, March 3.—Senate Small Business Committee hearings on film industry trade practices have been pushed back at least until the end of April, it was learned today. The hearings were originally scheduled for the beginning of April. Committee investigator William D. Amis said the committee staff had considerable amount of work to do on the film hearings and also had to work on two other committee hearings, and hence the delay.

Amis and committee counsel Charles M. Noon met today with Allied States general counsel Abram F. Myers to get Allied's views on some of the industry problems which should be covered in the hearings. Amis said it was pretty well agreed that Myers and other Allied officials would testify at the committee hearings.

Sullivan TV Show, 20th-Fox in Pact

A pact was concluded here yesterday between 20th Century-Fox and the Ed Sullivan "Toast of the Town" CBS-TV show under which "miniature world premieres" of forthcoming 20th-Fox films will be shown as regular monthly features of the Sunday television show for a two-year period.

Stewart Missing in Plane in the South

CHARLOTTE, March 3.—A four-state search is under way for Worth Stewart, Charlotte theatre executive over 70 theatres, who has been missing since Thursday of last week. Stewart, president of Stewart and Everett Theatres, took off from Jacksonville, Fla., Thursday morning in his Beech Craft Bonanza and has not been heard from since. He failed to file a flight plan.

Cinerama Moving To Warner Here

On June 1, Cinerama will move its presentation from the Broadway Theatre here to the Warner Theatre, with orders for seats at the latter being accepted to next Sept. 1. Cinerama's gross at the Broadway passed the million dollar mark on Feb. 21.

Singleton Heads Assoc. Screen News

MONTREAL, March 3.—William J. Singleton, general manager of Associated Screen News, Ltd., and with the company for almost 30 years, has been named president, succeeding B. E. Norrish, who will retire from active management but remain a member of the board of directors. Norrish founded Associated Screen News in 1921.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

NAKED SPUR" IS DYNAMITE IN M-G-M's SATURATION CAMPAIGN!

(This wire is typical of Colorado, Wyoming, New Mexico, Nebraska, Texas whirlwind.)

'Naked Spur' opened to largest number of admissions in the history of any theatre or any attraction in Denver. The campaign is the talk of the city. Holding them out ever since opening day. This is a top hit!"

— Harris and John Wolfberg, Paramount Theatre, Denver



M-G-M presents James Stewart, Janet Leigh, Robert Ryan, Ralph Meeker in "The Naked Spur" with Millard Mitchell; color by Technicolor; written by Sam Rolfe and Harold Jack Bloom; directed by Anthony Mann; produced by William H. Wright

TECHNICOLOR TORNADO!

Bomb-shell campaign echoes across country:

Colorado Legislature honors James Stewart and party with presentation of Gold Nugget Awards! Governor Dan Thornton proclaims "Hollywood in the Rockies Day"! Mayor Quigg Newton of Denver declares citywide "James Stewart Day"! Silver Dollar Award to James Stewart by Denver mayor! Girl Scout honor citations to M-G-M players! "Naked Spur" Mine presented to James Stewart! Denver's top civic, social event! Greatest news coverage ever given motion picture by Denver press! 27 radio and TV shows, parades, civic ceremonies greet "Naked Spur" stars!

AND IT'S THE SAME STORY NATIONWIDE!

"Shows what happens when you've got a picture and get behind it!"

— *Hollywood Reporter*

Fabian Control

(*Continued from page* 1)

the full potentialities of the theatre business had not yet been reached and that with new technical developments, such as 3-D and wide screen, plus the strong pictures in prospect, theatre grosses this year will run well ahead of those in 1952.

It was emphasized that there was no connection between Stanley-Warner and the Fabian circuit and that each will buy, book and operate as separate entities. Stanley-Warner has taken a three-year lease on the eighth, ninth and part of the sixth and seventh floors of the Warner Brothers Building on West 44th St. here. Fabian Enterprises will continue to make its headquarters in the Paramount Building for the operation of its 50-odd theatres. Fabian said there would be no personnel changes, except for the transfer of Nathaniel Lapkin from the Fabian circuit to the vice-presidency of Stanley-Warner.

Commenting on the fast rise in tridimensional pictures, Fabian said that the grosses on "Bwana Devil" even topped the figures of the most prosperous eras in the business, but, he added, "we haven't begun to learn how to use the new medium." He said that when the technique has been mastered, the industry can expect "some sensational things." Fabian said he had seen some of the rushes of Warners' "The House of Wax" and that the technique is noticeably superior. He predicted the eventual "marriage" of 3-D and panoramic screens and when that comes, "we shall see pictures of a type never made before."

Approximately 200 of the Stanley-Warner theatres have been serviced for the showing of tri-dimensional pictures, while between 25 and 30 houses in the Fabian circuit are equipped for the new medium. Fabian said that Cinerama would open at the Warner Theatre on Broadway about June 1 and that the Cinerama company's deal on a four-walls basis called for options up to five years. The cost of change-over to true three dimensions, Fabian said, ranged from $1,500 to $2,000.

Fabian explained that the depreciated value of the 300 Warner houses acquired in the stock purchase was $70,000,000. There are approximately 25 theatres in the group that are still to be divested under the provisions of the consent decree.

Meetings of the zone managers of Stanley-Warner will be held shortly, with Fabian personally attending the sessions. He said that a study of all the houses for the purpose of rehabilitation was now in progress.

The board of directors of Stanley Warner was formally elected Monday night and the directors, in turn, elected the slate of officers previously announced. The S-W board consists of Fabian, Rosen, Harry Kalmine, David G. Baird and Moe A. Silver. The elected officers are Fabian, president; Rosen, executive vice-president; David Baird, chairman of the finance committee; Kalmine, vice-president and general manager; Lapkin, vice-president; W. Stewart McDonald, vice-president and treasurer; Frank Kiernan, controller; David Fogelson, secretary; Miles Alben, assistant secretary, and James M. Brennan, assistant treasurer.

Attending yesterday's press meeting, in addition to Fabian and Rosen, were Harry Goldberg, advertising manager; Fogelson, Kalmine, Lapkin and McDonald.

Meet to Finalize S-W Deal



Quigley Publications Photo

FIRST formal gathering of the new officers and board of Stanley-Warner Corp., held in the Warner Building here to finalize the deal whereby it acquired the stock interests of the Brothers Warners and their families in Warner Theatres. Left to right are Harry Kalmine, vice-president, general manager and director; David Baird, chairman of the finance committee and director; S. H. Fabian, president and director; Moe A. Silver, director; Sam Rosen, executive vice-president and director. Standing are W. Stewart McDonald, vice-president and treasurer; David Fogelson, secretary; Nathaniel Lapkin, vice-president, and Charles Schwartz, counsel. Not in the photo is Frank Kiernan, controller.

Theatre TV Opera Fans Ask for More

A tabulation of 4,000 ballots filled out by persons who attended the Dec. 11 theatre telecast of the opera "Carmen" revealed that 87 per cent declared they would go to see more operas if offered by theatre television, and 91 per cent termed the telecast, carried by 31 theatres, "excellent," Theatre Network Television, which handled the event, reported yesterday.

Operas which balloters expressed a desire to see on theatre television were "Aida," "Rigoletto," "Madame Butterfly," "La Boheme" and "Tosca."

Edison Story

(*Continued from page* 1)

ernor of New Jersey, was present at the signing.

Shooting got under way immediately in Greenfield Village, near Dearborn, Mich., where the original Menlo Park laboratory was reconstructed by the late Henry Ford. Other location sites will include Milan, O., where Edison was born, and Fort Myers, Fla., where he had a winter home, laboratory and botanical gardens. Mary Pickford will appear in sequences dealing with the development of the motion picture. DeMille will assist in reconstructing the early days of the industry. David Sarnoff, chairman of the RCA board, also will assist in the project.

Directed by Hoffman

The picture is being directed by Julian Hoffman from a script by Lester Cooper, who also will serve as producer for Levey. There will be no stock shots and Edison will not be seen nor will he be portrayed by an actor. No distribution deal will be discussed until the picture has been completed.

Disney-RKO Pact

(*Continued from page* 1)

a live-action film. The agreement also calls for the distribution by RKO of Disney's newest "true-life" film, "Prowlers of the Everglades."

RKO is currently distributing Disney's "Peter Pan," and indications are that the box-office gross on this Technicolor film "will soar to well over $7,000,000 in the domestic market alone. The world gross is expected to top $13,000,000, which will exceed by a wide margin the gross of any Disney feature on its initial release," said RKO.

AB-PT Divests

(*Continued from page* 1)

Gross, AB-PT vice-president.

The company has another six months in which to dispose of the final 60 theatres and complete the divestiture program. The deadline for completion of the second one-third was yesterday and no time extension was required.

Also disposed of were several theatres in the Interstate Circuit of Texas group, for which additional time to complete the divestiture had been granted earlier.

M-G-M TRADE SHOW
(NEW YORK ONLY)
"THE STORY OF THREE LOVES"
(Color by TECHNICOLOR)
Pier Angeli · Ethel Barrymore · Leslie Caron
Kirk Douglas · Farley Granger · James Mason
Agnes Moorehead · Moira Shearer
THURSDAY · MAR. 5th
3:30 P.M.
M-G-M SCREENING ROOM
630 Ninth Avenue, N.Y.C.

Paramount Pictures



Paramount Pictures Corporation

and its personnel

join in affectionate felicitations to

ADOLPH ZUKOR

on the happy occasion of

THE ADOLPH ZUKOR GOLDEN JUBILEE, 1903-1953

—celebrating fifty years of service to the motion picture

And Paramount extends thanks to
Variety Clubs International for its sponsorship of this
industrywide tribute to Paramount's beloved founder.

ADOLPH ZUKOR'S 50TH ANNIVERSARY

A WOMEN'S dress shop occupies the site on East 14th Street, New York, where 50 years ago today Adolph Zukor began his career in motion pictures with the opening of a penny arcade there.

The intervening years have all but erased the identity of that beginning, but exemplifying the monuumental business achievements of Zukor from that day to this is another building, 30 blocks uptown and in the heart of Times Square—the Paramount Building, towering over the internationally known Broadway entertainment capital.

From the narrow, street level store filled with penny "peep shows" before which patrons stood and peered, to the huge Paramount Building of today is the route that Zukor traveled. Even in this America of fabulous success stories, it would be an epic for any man's 50 years in industry. Actually, Zukor made it in 25.

Spurred Growth

If the growth of the industry in those years was phenomenal, much of it, nonethcless, must be credited to the foresight, the confidence, the ability and the driving energy of one man—Adolph Zukor. It was his belief in the motion picture and its ultimate destiny as the world's most popular form of mass entertainment which, over the years, contributed more to its advancement as an art and industry than any other individual consideration.

That vision and confidence of Zukor's were demonstrated early in his career in the industry as, for example, when he decided to install chairs and show his films to a group audience seated in relative comfort — at an increased charge, instead of having them stand singly before the penny machines. It was a move, significantly, that Zukor undertook on his own when the skepticism of his arcade partners restrained them from joining with him in the new venture.

First Feature

It was demonstrated again when Zukor imported the first four-reel film, "Queen Elizabeth," with Sarah Bernhardt, and from there went on to establish the feature film as the basic box office attraction. Alone, he won over to motion pictures the great names of the stage of the day, both artists and producers, evolving the star system in his policy of "famous players in famous plays."

His vision and confidence in the future of the motion picture led him also to discover and groom "unknowns" to film stardom. He believed in quality entertainment and when convinced it could be delivered he did not hesitate to approve producers' budgets which established new highs in their day. Only through constantly improving attractions, Zukor believed, could the industry continue to grow and attain its destiny.

As Paramount embarked on theatre acquisitions, the same policicies were put into effect. Comfort, luxury, courteous service, keystones of successful theatre operations, were "musts."

Zukor became aware early of the importance of foreign markets and pioneered in much of the export film field, which won and held audiences for American pictures throughout the world.

Zukor Modest

Though his contributions to the industry have been numerous and vital, Zukor has been and remains one of the most modest and self-effacing of the motion pictures' "greats."

The story of the Hungarian-born Zukor, who arrived in this country at the age of 16 alone and with $40 sewn in the lining of his coat, and who, after building one of the great companies of the industry still serves it today at the age of 80 as chairman of its board of directors, will be shown on film to those who gather to pay honor to him at his Golden Jubilee dinner at the Waldorf-Astoria Hotel here tonight.

The film, "The Adolph Zukor Story," was produced by A. J. Richard, editor of Paramount News, and the staff of the newsreel, with the assistance of Russell Holman, Paramount's Eastern production head. The film has been assembled from thousands of feet of negatives taken over the years and includes scenes of his private as well as business life.

Chairmen of the dinner, which is sponsored by Variety Clubs International, are Harry Brandt and Robert J. O'Donnell. S. H. Fabian is treasurer.

On the honorary committee for the jubilee dinner are:

General Lucius D. Clay; Mayor Vincent R. Impelliterri of New York City; United States Senators Herbert H. Lehman and Irving M. Ives; New York State Attorney General Nathaniel M. Goldstein; Borough Presidents Robert F. Wagner Jr. of Manhattan and John Cashmore of Brooklyn; District Attorney Frank S. Hogan; New York State members of the House of Representatives Emanuel Celler, Isidore Dollinger, Francis E. Dorn, Sidney A. Fine, Paul A. Fino, Louis B. Heller, Lester Holtzman, Eugene J. Keogh, Arthur G. Klein, Abraham J. Multer, Adam Clayton Powell, John H. Ray, John J. Rooney, Jacob K. Javits and Edna F. Kelly.

Many Do Honor

Also: Greg Blackton, director of Blackton-Fifth Avenue, Ltd.; James Wright Brown, president, *Editor & Publisher;* Douglas L. Elliman, president, Douglas L. Elliman & Co.; F. M. Flynn, president, *New York Daily News;* Bernard Gimbel, president, Gimbel Brothers; Albert M. Greenfield, president, Albert M. Greenfield & Co.; Stanton Griffis, industrialist and former United States Ambassador to Poland, Egypt, Spain and Argentina; H. H. Helm, president, Chemical Bank & Trust Co.

Also: William J. Keary, president, Empire State Building Corp.; Mac Kriendler, "21" Club; Mrs. Albert Lasker; J. Wilson Newman, president, Dun & Bradstreet; Joseph Pulvermacher, president, Sterling National Bank; John M. Schiff, president, Kuhn Loeb & Co.; Oscar Hammerstein II; William S. Paley, president, Columbia Broadcasting System; Jules Stein, president, MCA; Walter Hoving, president, Bonwit Teller; Gardner Cowles, publisher, *Look;* John Hay Whitney, industrialist and financier.

Also: Jack Frye, president, General Aniline & Film Corporation; Peter Grimm, president, William A. White & Sons; Saul Schiff, president, A. S. Beck; Capt. Edward Rickenbacker, president, Eastern Airlines; Otto Harbach, president, ASCAP; W. P. Marshall, president, Western Union Telegraph Co.; Frank D. Schroth, publisher, *Brooklyn Daily Eagle;* William Randolph Hearst, Jr., president, Hearst publications.

Notables at Dinner

Also: Alfred Steele, president, Pepsi-Cola Co.; Cornelius Vanderbilt, Jr., financier and author; A. S. Johnson, president, National Carbon Co.; General Ted Curtis, vice-president, Eastman Kodak Co.; Horace C. Flanigan, president, Manufacturers Trust Co.; Conrad Hilton, president, Hilton Hotels; John A. Coleman, attorney; Abe Lastvogel, president, William Morris Agency; Herbert Bayard Swope, industrialist; Joseph F. Cullman, Jr., president, Benson & Hedges; Albert Winger, chairman of the board, Crowell-Collier Publishing Co.; L. Jan Mitchell, chairman, Fourteenth Street Association; Carol M. Shanks, president, Prudential Insurance Company of America.

Also: William Rosenwald, industrialist; Toots Shor; Charles P. Sligh, Jr., president, National Association of Manufacturers; C. R. Smith, president, American Airlines, Inc.; Harold V. Smith, president, Home Insurance Co.; H. M. Taliaferro, president, American Seating Co.; Robert R. Young, president, Chesapeake & Ohio Railroad; Philip Liebmann, president, Liebmann Breweries; Grover A. Whalen, chairman of the board, Coty's; Whitelaw Reid, editor, *New York Herald-Tribune;* Richard Prentice Ettinger, president, Prentice-Hall, Inc.

Civic Leaders

Other public officials serving on the honorary committee are: New York City Councilmen Maurice J. McCarthy, Jr., Charles E. Keegan, Irving I. Shreckinger, Stanley M. Isaacs, Eric James Treulich, Robert Weisberger, Jack Kranis, Jeremiah B. Bloom, Arthur A. Low and Councilwoman Bertha Schwartz; and Judge Charles W. Froessel, Court of Appeals; Judge Jonah J. Goldstein, General Sessions; Judge Ferdinand Pecora, official referee, former Supreme Court Justice; Judge Meier Steinbrink, official referee, former Supreme Court Justice; Judge S. Samuel DiFalco, Supreme Court; Judge Samuel S. Liebowitz, County Court; Judge Matthew M. Levy, Supreme Court.

Representing the motion picture industry on the honorary committee are: Barney Balaban, president, Para-

(Continued on page 7)

Adolph Zukor

FIFTY years ago the motion picture industry, then in its first formative years, provided to the young and starry-eyed Adolph Zukor a golden opportunity—rich in the promise of exciting rewards—which was just what he was looking for.

But the contact of young Zukor with the new industry was no one-sided bargain; he brought to the marketplace a quick intelligence, a driving energy and—above all—a confident, yet realistic, vision which was content with no easily-won gains or expedient compromises.

In a career that ranks importantly in the annals of American enterprise, Adolph Zukor has made many important contributions—but no single attribute which he has exercised has been more distinguished than his ever-insistent demand for quality and betterment. With his eyes constantly set upon a far and brilliant horizon he has been relentless in his reaching out for something better—better in the quality of entertainment upon the screen, better in the theatres that housed the entertainment, better in the advertising and the presentation of the product and better in all those facets of intra-industry relations.

From long personal contact this writer is able to testify to the ever-willing, ever-anxious, disposition of the Zukor mind to pioneer, to test, to experiment in any reasonable direction that offered promise of a better motion picture and a better industry. He never reckoned as too great any effort or any cost if they were sensibly conceived to the end of bettering the motion picture of which he is so proud.

Logical and consistent it is indeed that the motion picture and the industry should be so proud of Adolph Zukor at this time of his eightieth anniversary and the golden celebration of his career in the motion picture business.

—*MARTIN QUIGLEY*

(Reprinted from Motion Picture Herald, February 28, 1953)

Zukor—from Arcade to '3-D'





AT left is artist's conception of Adolph Zukor's first penny arcade with nickelodeon upstairs, opened on East 14th St., New York, 50 years ago today. Above, Zukor being photographed in new Paramount three-dimensional film process by Don Hartman at Hollywood studio recently. At left below, Zukor and Jesse L. Lasky looking over blueprints of first Paramount Hollywood studio. Below, Zukor with Will H. Hays at opening of Paramount Building in Times Square in 1927. Model of building is shown.





Zukor Jubilee Dinner

(*Continued from page 6*)

mount Pictures; Nate J. Blumberg, chairman of the board, Universal-International; Steve Broidy, president, Allied Artists; Jack Cohn, vice-president, Columbia; Edward P. Curtis, vice-president, Eastman Kodak; Cecil B. DeMille; Ned E. Depinet, RKO Radio Pictures; Walt Disney, president, Walt Disney Productions; Gus S. Eyssell, president, Rockefeller Center, Inc.; Samuel Goldwyn; James R. Grainger, president, RKO Radio Pictures; Eric A. Johnston, president, MPAA; Dr. Herbert T. Kalmus, president, Technicolor.

Also: Arthur B. Krim, president, United Artists; Jesse L. Lasky; Louis B. Mayer, chairman of the board, Cinerama; Milton R. Rackmil, president, Universal-International; Herman Robbins, president, National Screen Service; George J. Schaefer; Nicholas M. Schenck, president, Loew's; Spyros P. Skouras, president, 20th Century-Fox; Major Albert Warner, vice-president, Warner Bros.; Richard F. Walsh, president, IATSE; Herbert J. Yates, president, Republic.

The sponsoring committee, which represents distributors, the motion picture industry trade press and the theatres of the country, includes among its membership: Herman Becker, Rugoff & Becker; William Brandt, William Brandt Theatres; Leo Brecher, Leo Brecher Enterprises; Max A. Cohen, Cinema Circuit; Russell V. Downing, Radio City Music Hall; Emanuel Frisch, MMPTA; Harry Kalmine, Warner Bros. Circuit Management.

Also: Edward Lachman, chief barker, Tent 35, Variety Clubs International; Charles B. Moss, B. S. Moss Theatres; Walter Reade, Jr., Walter Reade Theatres; Samuel Rinzler, Randforce Amusement Corp; Samuel Rosen, Fabian Theatres; Fred J. Schwartz Century Theatres; Sol A. Schwartz, RKO Theatres; Joseph M. Seider, Associated Prudential Theatres; Gerald Shea, Jamestown Amusement Corp.; George F. Skouras, Skouras Theatres; Spyros S. Skouras, Jr., Skouras Theatres; Wilbur Snaper, Allited States Theatres Owners; Joseph R. Vogel, Loew's; Frank C. Walker, Comerford Circuit; David Weinstock, Raybond Theatres; Robert M. Weitman, United Paramount Theatres.

Also: Robert Benjamin, president, J. Arthur Rank Organization; Charles Boasberg, general sales manager, RKO Radio; Al E. Daff, executive vice-president, Universal-International; George F. Dembow, vice-president, National Screen Service; Charles J. Feldman, sales manager, Universal - International; Leopold Friedman, vice-president, Loew's; Maury Goldstein, vice-president, Allied Artists.

Also: Joseph Hazen, Hal Wallis Productions; William J. Heineman, vice-president, United Artists; Benjamin Kalmenson, vice - president, Warner Bros.; Al Lichtman, vice-president, 20th Century-Fox; W. C. Michel, vice-president, 20th Century-Fox; Robert M. Mochrie, sales manager, Samuel Goldwyn; Abe Montague, vice - president, Columbia; Charles C. Moskowitz, vice-president, Loew's; James A. Mulvey, president, Samuel Goldwyn; John J. O'Connor, vice - president, Universal - International; Charles M. Reagan, vice-president, Loew's; William F. Rodgers, vice-president, Loew's; J. Robert Rubin, vice-president, Loew's; Abe Schneider, vice-president, Columbia; Sam Schneider, vice-president, Warner Bros.; Alfred W. Schwalberg, president, Paramount Film Distributing Corp.; Nate Spingold, vice-president, Columbia; Arthur L. Mayer; Robert W. Coyne, COMPO, and Louis Nizer.

Trade paper editors and publishers on the sponsoring committee are: Jack Alicoate, *Film Daily;* Jay Emanuel, *Exhibitor;* Abel Green, *Variety;* Pete Harrison, *Harrison's Reports;* Charles E. Lewis, *Showmen's Trade Review;* Martin Quigley, MOTION PICTURE DAILY and *Motion Picture Herald;* Ben Shlyen, *Boxoffice;* Morton Sunshine, *The Independent;* Mo Wax, *Film Bulletin;* and William R. Wilkerson, *Hollywood Reporter.*

Arcade Site

(*Continued from page 1*)

picture industry. "If you think you, yourself, know it all," Zukor said, "it's time for a change."

Zukor advised theatre operators to watch the audience's reaction to a picture to determine if it will do good business. He said that was his own system over the years to the exclusion of whatever opinions he himself had concerning the quality of pictures and their money-making possibilities.

Zukor, Paramount board chairman, was the guest of the 14th Street Association at luncheon at Luchow's Restaurant on 14th Street, near where he opened his motion picture penny arcade a half century ago. Tonight he will be honored at a 50th anniversary banquet in the Waldorf Astoria Hotel. Following the luncheon, at which Jan Mitchell, chairman of the association and owner of Luchow's, was toastmaster, the luncheon gathering of industry executives and association members went to Ohrbach's Department Store nearby to witness the unveiling of a plaque commemorating the opening of Zukor's penny arcade on that site.

Presiding at the unveiling was Mitchell, with Jerome Ohrbach, president of Ohrbach's, and James S. Carson, president of the Avenue of America's Association, assisting.

Among those present at the luncheon were: Robert J. O'Donnell, international chairman of the Zukor Golden Jubilee, sponsored by Variety Clubs International; A. W. Schwalberg, president of Paramount Film Distributing Corp.; Arthur L. Mayer, former executive vice-president of the Council of Motion Picture Organizations; Harry Brandt, chairman of the Zukor Jubilee dinner committee; Ned E. Depinet, RKO Pictures consultant and former COMPO president; Russell Holman, Paramount's Eastern production manager; Jerome Pickman, Paramount vice-president in charge of advertising - publicity - exploitation; Louis Novins, assistant to Paramount president Barney Balaban and others.

Congratulations and Best Wishes

to

MR. ADOLPH ZUKOR

on the occasion of his

50th Anniversary

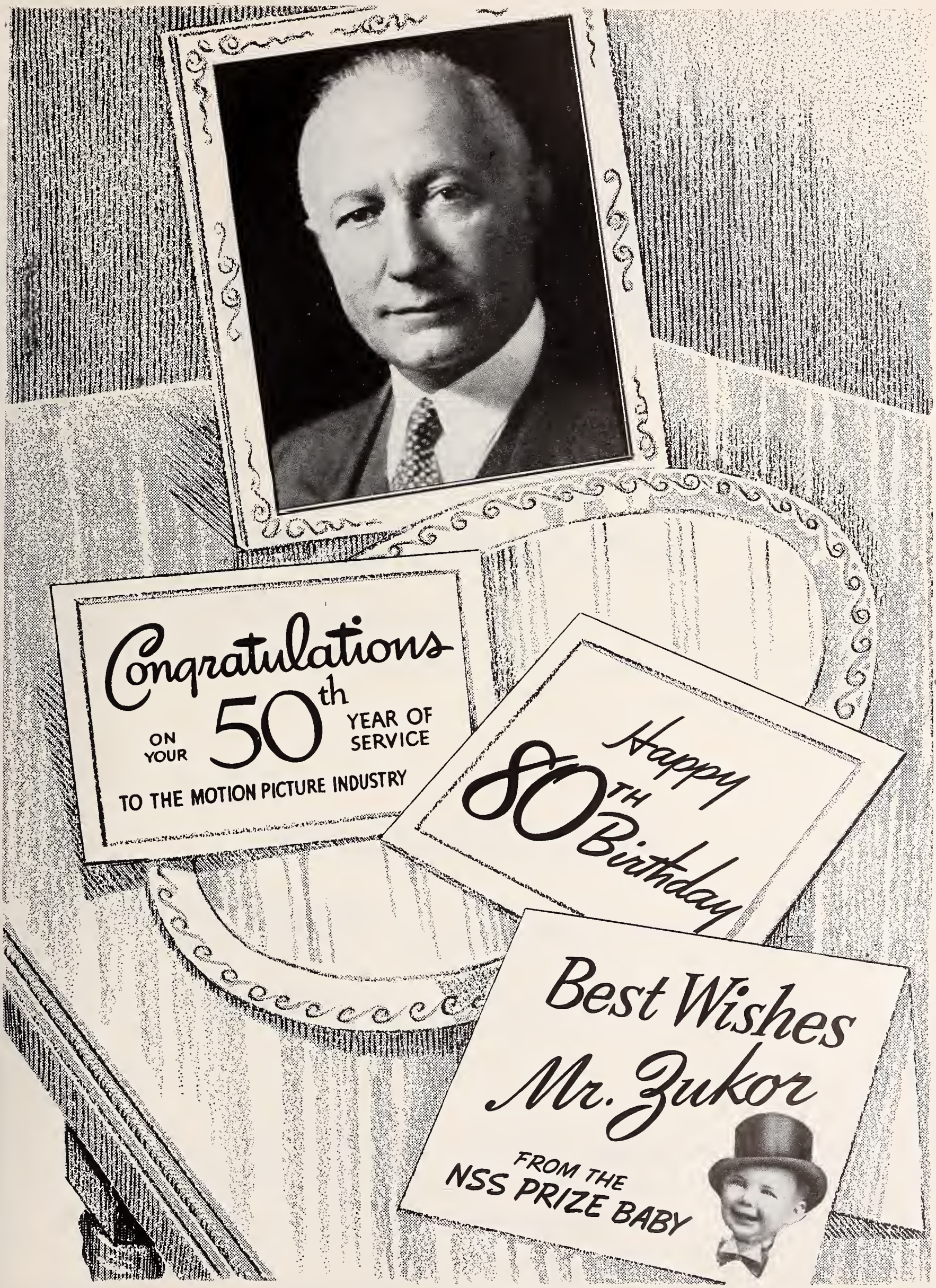
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EASTMAN KODAK COMPANY

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Congratulations
ON YOUR 50th YEAR OF SERVICE
TO THE MOTION PICTURE INDUSTRY
Happy 80TH Birthday
Best Wishes Mr. Zukor
FROM THE NSS PRIZE BABY

We salute you, Mr. Adolph Zukor



Congratulations
and a long, active life
from all of us at

UNITED PARAMOUNT THEATRES

Congratulations

For Your Outstanding Contributions

To The Motion Picture Industry

WILLIAM MORRIS AGENCY, Inc.

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EST. 1898

Tax Repeal

(Continued from page 1)

assistance to the campaign, as help may be necessary.

"Having just spent considerable time in Washington," the two co-chairmen said, "we are greatly encouraged by the prospects of repeal at this session of Congress. Our optimism is based on information given us by leading members of both Houses of Congress who are in closest touch with legislation pertaining to tax matters.

"Because of the publicity which has been given the Administration's desire to balance the budget, some people in the industry apparently are willing to throw up their hands and despair of tax relief. Indeed, there seems to be an impression in some quarters that the Tax Committee itself has come to a halt. This is not the case. On the contrary, the fact is that, far from being inactive, COMPO's tax committee is busier than ever.

"Only the focus of its activities has changed. Having successfully completed the first phase of the campaign, which was the grassroots approach to Congressmen and Senators in their home districts, we have now moved our efforts to Washington. We have established headquarters at the Raleigh Hotel, and from these headquarters we have been busy for the last several weeks strengthening contacts with Congressional leaders. The immediate aim of this activity is to obtain an early hearing before the House Ways and Means Committee on the bill which has been chosen as the one best suited for our purposes. This measure is H.R. 157, introduced by Representative Noah M. Mason of Illinois, a high ranking member of the Ways and Means Committee.

"To impress upon the Ways and Means Committee the necessity for early action on the Mason Bill, we have brought to Washington delegations of exhibitors from the districts represented by members of the committee and other key leaders of Congress. These conferences, which will be continued, have been eminently fruitful, for not only have they further cemented the support promised by these Congressmen but they also have elicited helpful advice and offers of guidance. As a consequence, we now have several powerful Congressional leaders who are helping us in our efforts.

"But all of this activity would be in vain if we failed to make thorough preparation for the presentation of our case when the House Ways and Means Committee hearing is held. Accordingly, the Tax Committee has been busy marshaling facts and figures to prove to the Ways and Means group that tax relief is not only needed but is needed now.

"For the collection of this information, we have retained Sindlinger & Co., the well known statistical organization. This group has been conducting a survey, now nearly completed, which will set forth facts and figures never before collected by this industry. These figures, whose authenticity is beyond question, are expected to be of immense value in the presentation of our case.

Will Show Film

"For this presentation, moreover, we have not overlooked resources peculiar to our own business. At the suggestion of several Congressional leaders, we are having a short film produced which will be shown to the Ways and Means Committee and other interested Congressmen and Senators. This film, now nearing completion at the MGM studio, is being made by Herman Hoffman, producer of 'The Hoaxters', and is expected to be a powerful argument for tax repeal. Incidentally, permission to show this film to the Ways and Means Committee already has been granted.

"Whatever the immediate outcome may be, we wish to emphasize once more that the fight to repeal the Federal admission tax continues to be the industry's most important undertaking. Three-dimension films and other innovations of this nature are now engaging the attention of many in our business. These new developments, however, will be of little value if the theatres they are designed for have been closed by the admission tax. We hope, therefore, that nobody in our business will be so preoccupied with the future benefits of 3-D as to neglect the present danger of the admission tax."

Wile Leads Group to Capital To See Ohio Solons on Tax

WASHINGTON, March 3.—Robert Wile, executive secretary of the Independent Theatre Owners of Ohio, and four other Ohio exhibitors are in town urging their Congressmen to support legislation to exempt theatres from the Federal admission tax.

The delegation saw Ohio Senators Taft and Bricker today. Tomorrow, they will see members of the House, including Representative Jenkins, second ranking member of the House Ways and Means Committee.

"Call Me Madam"

(Continued from page 1)

the quips and antics of Miss Merman, the excellent dancing of Vera-Ellen and O'Connor and the vocal offerings. Miss Merman, who has made a fortune in Oklahoma oil, is appointed ambassador to Lichtenburg, and takes O'Connor along as her press attache. There follows, of course, Miss Merman's romance with Sanders, the country's Secretary of State, and O'Connor's love affair with Vera-Ellen, the princess. And the efforts of the diplomats to get a loan from the U.S. through the feminine ambassador are highlights of the picture. This angle is augmented by Miss Merman's frequent phone conversations with "Harry" in Washington.

There are no dull moments in "Call Me Madam." Exhibitors should not be afraid of superlatives in their advertising because they have plenty to sell. Word-of-mouth promotion will carry on where the printed word leaves off.

Others in the cast are Helmut Dantine, Walter Slezak, Steven Geray, Ludwig Stossel, Lilia Skala, Charles Dingle, Emory Parnell, Percy Helton, Leon Belasco and many others.

Running time, 114 minutes. General audience classification. For release in April.

AL STEEN

National Pre-Selling

THERE'S an awesome sound to the title of a thriving project at a Hollywood studio, a project called the Universal-International Development Program. Behind those formidable words, you will discover one of the finest dramatic schools in the country. In the March issue of *Seventeen*, Ed Miller and Sara Salzer report how this school is conducted. To illustrate the school, they use 15 candid camera photographs taken during class sessions, varying from viewing selected feature films, used to illustrate specific values to regular afternoon sessions held in the gym.

In the same issue, Columbia starts its ad campaign on "Salome" in consumer magazines, not including fans, with their first two color ad.

•

Henry King, director of "Snows of Kilamanjaro" and "David and Bathsheba" is *Coronet's* guest critic for the March issue.

Henry King picks two pictures, "Come Back Little Sheba," and "Jeopardy" as his current favorites.

The guest critic says "Sheba is a mature and emotionally valid study of marriage and adjustment" and that the film is one of the year's greatest.

King has this to say of "Jeopardy": "Fine screencraft and first-class direction are manifest in this M-G-M thriller of compelling suspense."

•

"Mervyn LeRoy has again been chosen director of presentations of the Academy Awards, by the governors of the Academy," says Ruth Harbert in the March issue of Good Housekeeping. *This is the eighth time he has been in charge of the show.*

LeRoy was asked to list his *favorite pictures, actresses and actors since the Academy was established in* 1929. *He did this and Ruth Harbert has listed them in her assignment-in-Hollywood department.*

•

Florence Somers in the issue of *Redbook* now on the newsstands uses three full color pictures taken on the sets of "Moulin Rouge" to illustrate her review of the latest John Huston picture. There are three other films reviewed in the issue, "All Ashore," "The Stars Are Singing," and "Never Wave at a Wac."

Also in this issue is a full page ad on Warner's "I Confess."

•

Dewey Martin, born in Katempsi, Texas, population 1,400, is Louella Parson's "Movie Star of the Week" in the March issue of *Pictorial Review*. Dewey, who appeared in "Knock on Any Door," and "The Big Sky," will be starred in Hemingway's "The Sun Also Rises." Howard Hawks will take Martin and other members of the cast to Spain this spring, so scenes in the actual locale of the Hemingway story can be made.

•

"This month, movie-goers have an unusually wide choice of entertainment," says the movie editor of American Magazine *in the March issue. The selection includes a new Alfred Hitchcock suspense thriller, "I Confess," and Walt Disney's "Peter Pan."*

WALTER HAAS

Best Wishes

to

ADOLPH ZUKOR

On His 50th Anniversary in the Motion Picture Industry.

CENTURY THEATRES

Warns Exhibitors to 'Go Slow' on 3-D

Salt Lake City, March 3.—"Take your sweet time about ordering 3-D equipment. Don't rush in. You might make some horrible mistakes. The processes are not settled and what you buy now might not fit the purposes a few months from now."

This was the advice given to Utah theatre owners today by Rotus Harvey of Western Theatre Owners Association, in an address to the group. A symposium followed the meeting. Harvey also talked to Variety Tent 38 of this city regarding charities and urged the club to adopt a charity that will benefit children.

Films Missing from Brazil Import List

The Motion Picture Association of America yesterday sought a clarification of Brazil's new list of importable items, of which motion pictures are not included. This was considered puzzling inasmuch as a list issued by Brazil on Jan. 27 included films among those items that could be imported. A telephone call to Brazil from New York failed to clarify the issue. However, it is not expected that the currently blocked currency will be affected.

Foreign managers met here yesterday to discuss progress reports on import negotiations in Brazil, Belgium and Italy. Company presidents of the MPAA are scheduled to meet today.

NPA Film Division Dropping Employes

WASHINGTON, March 3.—Personnel cutbacks in the controls agencies will start hitting the National Production Authority's film division soon.

Film chief Nathan D. Golden said he thought his division, which includes certain other functions in addition to film and photographic equipment, would be forced to fire "almost half" its 39 employes soon, probably early in April. A still further reduction may be necessary in June or July, he stated. Golden pointed out that the reduction in force naturally follows from the relaxation or elimination of the controls being administered by NPA.

Golden said he thought NPA would stay intact as an agency at least until June 30. Observers have been predicting that what's left of NPA after June 30 would return to the Commerce Department.

Cinema Lodge to Honor Liebowitz

Judge Samuel Liebowitz, Justice of Kings County Court, will be honored by Cinema Lodge of B'nai B'rith for his public service as a fighter for the betterment of human relations. U. S. Senator Charles W. Tobey of New Hampshire, himself, will present the Cinema Lodge "Honor Scroll" to him at a special evening in his honor at the Hotel Astor on March 16, it was announced yesterday by Martin Levine, president of the unit.

Asides & Interludes

—by James Cunningham

Zukor-ama

(Thanks to Terry Ramsaye)

IN 1903, Adolph Zukor, a capable and modestly successful furrier in Chicago, decided that he would go down to New York and see what could be done about the plight of a friend to whom he had loaned $3,000 to go into the penny arcade business. The penny arcade, located at Sixth Avenue and Fourteenth Street, did not seem to be prospering. Now $3,000 was something, not the whole of Zukor's fortune at that time, it is true, but it was a considerable fraction thereof.

The effort to salvage the loan put Adolph Zukor into the penny arcade peep show business, got him into association with Marcus Loew, who was similarly interested, led to the acquisition of William A. Brady's "Hale's Tours" shows, and converted the many penny arcades into motion picture store shows.

By 1906, Zukor was a full-fledged theatre proprietor, with his Comedy Theatre presenting the best motion pictures he could find to the amusement seeking crowds of New York's 14th Street.

Zukor had started out to rescue a bad loan and had found a new career. That's why Mr. Zukor will be sitting in the middle of a dais at New York's Waldorf Astoria Hotel tonight, the honor guest of a grand tribute to a grand man on his 50th anniversary in the industry.

☆ ☆ ☆

Even though the difference between the nickelodeon of those days and Mr. Rockefeller's Music Hall of today was approximately the difference between a down-at-the-heel hot dog stand and the Waldorf Astoria Hotel, exhibitors were complaining.



MARY PICKFORD

His First Great Star

Film-peddler Al Lichtman came in off the road from selling "Queen Elizabeth" and the original "Prisoner of Zenda," bringing with him a clamor from exhibitors for more pictures to "save the business." Many Wilbur Snapers, Abram Myerses, Al Starrs, and many other we-want-more product fellows had been heard from.

Anyway, Lichtman reported the need for a continuous flow of pictures to Famous Players heads Adolph Zukor, Edwin S. Porter and Frohman. They decided to expand production, and succeeded in acquiring for a Class B production, the entire rights and cast of David Belasco's "A Good Little Devil," for $15,000—including Mary Pickford, who was to become Zukor's first great star.

☆ ☆ ☆

Mary's pictures made many dollars for Zukor's Famous Players and it was not long before Zukor and his lawyers—lawyers were around the picture business, then, too—had Mary on the payroll with a new contract stipulating the payment of $1,000 a week, every week for her appearance in not less than eight or more than 12 pictures a year.

The contract called for Famous Players to pay all wardrobe expenses. But the parties of the first part refused Miss (Mary Smith) Pickford's demand that "all Pickford features must be sold at double the customary prices and an exhibitor showing them must charge double admissions." That was in November, 1914.

Seems 'twas only the other day when we heard a strong exhibitor complaint about "a new trend" *in forcing higher than customary admissions for the exhibition of a company's product.*

☆ ☆ ☆

It was in the year of 1912—the year of the Titanic disaster, the discovery of the South Pole, the election of Woodrow Wilson, when "Creepy" Zukor, so named because he was so quiet, obtained the rights to "Queen Elizabeth" with Sarah Bernhardt in the title role, for $18,000, and with Joe Engel and Edwin Porter formed the Engadine Corporation.

That production of "Queen Elizabeth" was in four reels. Besides Sarah Bernhardt, it starred Lou Tellegen. But, importantly, it was the first feature picture in these United States, and, as Mr. Zukor will attest, was without Technicolor, Natural Vision, WarnerColor, Cinerama, TruColor, three-dimension, anti-trust suits, trade practice wrangles, and whatnot.

☆ ☆ ☆

The name of Famous Players, predecessor of Famous Players-Lasky and Paramount Pictures, came about when Zukor persisted in promoting "famous players in famous plays" during the years from 1912 *to* 1915, *when the screen was engaged in strivings for escape from its one-reel bondage. Zukor insisted in those years on "feature" pictures only, like his four-reel "Queen Elizabeth." Mention a double-feature bill now, and Zukor will wince.*

Col. Shooting in Own 3-D Process

Hollywood, March 3.—Columbia is shooting "The Man Who Lived Twice" in the studio's own, as yet un-named, three-dimensional process. Developed by Columbia technicians, the mechanism utilizes two cameras, shoots two film strips, requires two projectors for exhibition and spectacles for viewing.

As announced earlier, Columbia also is currently shooting "Fort Ti" in the Natural Vision 3-D process.

Predicts U.K. '3-D' Films This Year

LONDON, March 3.—The prediction that several British pictures will be completed in "3-D" this year was made by Kenneth A. Nyman, sales director of Stereo-Techniques, Ltd., in a lecture at Oxford.

His company, he said, has agreements with Sir Alexander Korda and Ealing Studios for the use of its system in some of their new feature films. Certain scenes in one of Ealing's current productions are now being made in 3-D as an experiment.

"I think the demand for three-dimensional films will spread over the world very rapidly," Nyman said. "There will be a period of marking time while we find out whether the public wants the new medium and in what form, and methods will have to be standardized. But within two years we shall have the solution."

Plans are afoot for the education of British exhibitors in 3-D developments at Cinematograph Exhibitors Associations's annual convention scheduled for June at Eastbourne.

Expect U.K. Quota Ruling Next Week

LONDON, March 3.—Well informed sources here expect Peter Thorneycroft, president of the Board of Trade, to announce next week the continuance of the present 30 per cent film quota for another year.

The statute requires that a decision be made by the end of March establishing the quota to become effective for the 12 months starting the following Oct. 1. The Board of Trade has been uncertain as to what recommendation to make, lacking recommendations from the trade thus far. Because of the uncertainty of the continuance of the Eady levy, producers have been reluctant to make a recommendation involving long-range plans.

Thorneycroft's anticipated announcement of a continuance of the present 30 per cent quota for another year is expected to have the effect of tossing the matter back into the laps of the industry organizations and forcing them to make up their minds.

Lease Upstate Drive-in

BUFFALO, March 3.—The Deleware Drive-in, operated for several seasons by Louis Drew, has been leased by Harry Berkson of Allied Artists and Nate Dickman, his partner.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 43 NEW YORK, U.S.A., THURSDAY, MARCH 5, 1953 TEN CENTS

Levy Offers New Formula On Bidding

Counsel Says His Plan Would Solve Problems

A three-point formula for the use of competitive bidding by distributors was offered here yesterday by Herman Levy, general counsel of the Theatre Owners of America, in an analysis of court decisions in the Milwaukee Towne Corp. and the Chicago Jackson Park anti-trust cases. In both cases, Levy said, the court uses language which indicates strongly that a system of competitive bidding would be approved by it "in those sets of facts only if it resulted in the determination of 'fair and reasonable' film rental."

Levy said that, in his opinion, this approach to the problem should be adopted by all distributors; that is, the employment of competitive bidding only when they feel, sincerely and honestly,

(1) That there is a definite

(*Continued on page 5*)

Chances Remote for TOA-Allied Meeting

The meeting proposed by Alfred Starr, president of Theatre Owners of America, between leaders of TOA and Allied to discuss trade practices may be deferred indefinitely unless the parties can get together before next Tuesday. Starr is scheduled to fly to Europe on Tuesday for an extended stay. At the time that he suggested the get-together he expressed hope that the sessions could be held before he left.

However, Wilbur Snaper, Allied president, said here yesterday that a

(*Continued on page 5*)

Sees Auto Industry, Drive-ins in Tie-up

KANSAS CITY, March 4.—Jack H. Levin outlined to the drive-in operators attending the conference sponsored by the Kansas-Missouri Theatre Association today the activities and possibilities for the National Drive-In Institute, Inc., which he heads. Among the projects offered is the cultivating of mutual interests between the

(*Continued on page 5*)

Honor Montague on 20th Anniversary



A. Montague

Columbia general sales manager A. Montague was honor guest yesterday at a luncheon given him by his colleagues at Toots Shor's restaurant to celebrate his 20th anniversary as sales manager. At the conclusion of the luncheon, Montague was presented with a silver bowl, suitably inscribed.

Among those attending the affair were Jack Cohn, A. Schneider, N. B. Spingold, Leo Jaffe, Paul N. Lazarus, Jr., Rube Jackter, Mort Wormser, Lou Weinberg, Irving Wormser, George Josephs, Maurice Grad, Nat Cohn, Joe Freiberg, Vincent Borelli, Seth Raisler and Dr. M. W. Goldstein.

3 Exhibitor Units Set Meeting Plans

Activities of exhibitor organizations in Texas, Wisconsin and Ohio were reported here from the field.

In Dallas, Charles Weisenburg, president of Texas Drive-in Theatre Owners Association, disclosed that April 14-15 has been set for the an-

(*Continued on page 5*)

Johnston Sets Committee for Study of 3-D

Top executives of all member companies of the Motion Picture Association of America met here yesterday with MPAA president Eric Johnston to discuss the status of three dimensional pictures and wide screen presentations. In order to collect and sift all information on 3-D and panoramic screen problems as they relate to production, distribution and exhibition, Johnston appointed a five-man committee to tackle the chore.

The committee consists of A.

(*Continued on page 5*)

WB's Kalmenson to Detail 10 Pictures At Meetings Here

Ben Kalmenson, Warner Brothers vice-president in charge of distribution, will preside over a two-day meeting of the company's district managers beginning today at the company's home office.

Details of product for spring and summer will highlight the conferences. Ten productions to be discussed are "House of Wax," 3-D film in Natural Vision and WarnerColor,

(*Continued on page 4*)

Set 3-D Film Of Marciano, Walcott Fight

To Use Stereo-Cine Process; U.A. Handling

The Rocky Marciano-Jersey Joe Walcott heavyweight championship fight in the Chicago Stadium, April 10, will be put on three-dimensional film for distribution to theatres, William J. Heineman, vice-president of United Artists, which has acquired the distribution rights, announced yesterday.

Despite the fact that the fight will be on home television everywhere outside the Chicago and Milwaukee area, the 3-D film is expected to be of wide interest to exhibitors, who will get it 24 hours to several days later. A professional match of this kind is regarded as a "natural" for the best dramatic effects of 3-D and should be in sharp contrast to TV's report-

(*Continued on page 5*)

1st S-W Zone Heads Meeting Today

The first meeting of zone managers and the home office staff of the new Stanley Warner Corp. will take place here today when Simon H. Fabian, president, and other officers will discuss the policy of the company and the future of the industry. Also participating will be Samuel Rosen, executive vice-president; Harry M. Kalmine, vice-president and general manager; Nathaniel Lapkin, vice-president; W. Stewart McDonald,

(*Continued on page 4*)

To Trustee Hughes RKO Theatres Stock

WASHINGTON, March 4.—The Justice Department and attorneys for Howard Hughes have agreed on a stipulation putting Hughes' RKO Theatres stock back in trust with the Irving Trust Co.

The stipulation has been presented to the New York Statutory Court.

Justice officials said that an order entered in October, after a group headed by Ralph Stolkin had bought Hughes' RKO Pictures stock, per-

(*Continued on page 4*)

HONOR ZUKOR ON 50th ANNIVERSARY

Civic and Industry Leaders Pay Tribute To Paramount Founder at Banquet Here

Leaders of American industry, distinguished jurists and Federal, state and city officials joined with film and theatre executives last night in honoring Adolph Zukor, founder and chairman of the board of Paramount Pictures, in observance of his golden anniversary in the motion picture industry.

In addition to the long list of dignitaries and show people who graced the dais, approximately 1,200 others from all walks of life and all branches of this industry were on hand in the Grand Ballroom of the Waldorf-Astoria Hotel here to pay tribute to the man who started his career in this city with the opening of a penny arcade on East 14th Street on March 4, 1903, and who for the 50 intervening years contributed much to the progress and expansion of the industry.

The Waldorf's huge ballroom was symbolically decorated in gold throughout and the dinner service at the quadruple dais and the more than 100 tables was of gold. Even the banquet menu featured a "golden anniversary surprise" as the dessert piece de resistance.

The keynote speech was delivered

(*Continued on page 4*)

Personal Mention

CHARLES BOASBERG, RKO Radio general sales manager; WALTER BRANSON, assistant general sales manager, and SIDNEY KRAMER, short subjects sales manager, will return to New York today from Toronto.

•

ARTHUR H. LOCKWOOD, treasurer of Lockwood and Gordon Enterprises of Boston, has been named chairman of the motion picture committee at Brandeis University for the production of a film on the university's history and activities.

•

BENJAMIN LORBER of the Universal home office will be honored by Congregation Beth Mordecai in Perth Amboy, N. J., on March 13 for his service as president of the congregation during 1951-1952.

•

PAUL W. AMADEO, general manager of the Pike Drive-In Theatre Corp., Newington, Conn., is back at his desk, following surgery at St. Frances Hospital in Hartford.

•

SAMUEL GOLDWYN will arrive in New York today from Chicago. After an extended visit here he will go to London.

•

JAMES R. GRAINGER, RKO Radio president, who was slated to arrive here from the Coast Tuesday, has delayed his return.

•

ROBERT WILE, secretary of the Independent Theatre Owners of Ohio, will address the Rotary Club of New London, O., on Monday.

•

MAGGI MCNELLIS, radio-TV personality, will write a series of monthly feature articles for *Screenland* magazine, beginning with the April issue.

•

WILLIAM Z. PORTER, Allied Artists field representative, has arrived in Chicago from Dallas.

Sullivan to Advise On Suit Economics

Gael Sullivan, former executive director of the Theatre Owners of America, has joined the New York law firm of Phillips, Nizer, Benjamin and Krim as an economics analysist on anti-trust suits in the industry. Sullivan currently is working on aspects of the anti-trust suit brought against National Screen Service by the Independent Poster Exchanges through Mitchell Panzer and Charles Lawlor.

M-G-M 3-D System Called MetroVision

HOLLYWOOD, March 4.—M-G-M today disclosed its three-dimensional process in use on "Arena" is to be known as MetroVision, written as one word with the first and sixth letters capitalized, *a la* WarnerColor and CinemaScope.

'Madam' Bow Brings 20th Stars to TV

Hollywood, March 4. — Twentieth Century-Fox allowed its stars to appear on television for the first time at the world premiere of "Call Me Madam" at the Ritz Theatre tonight.

With the approval of Darryl F. Zanuck, 20th-Fox production head, the personalities were caught by TV cameras as they approached and entered the theatre. Ken Murray was master-of-ceremonies.

'Gobi' Starts New 20th-TV Tie-Up

"Destination Gobi," 20th Century-Fox, will be the first picture to be given pre-selling treatment on the Ed Sullivan "Toast of the Town" program over the CBS-TV network under the deal worked out between Charles Einfeld, vice-president of 20th-Fox, and Sullivan. This is said to be the first time that a film company has harnessed television as a publicity medium on a regular and long-term basis. Sullivan will feature six-minute scene highlights from upcoming 20th-Fox releases every month.

On special occasions, such as when a particular picture or person connected with its filming receive awards, presentations also will be held on the show. At other times, personalities viewing proceedings in the studio audience will take bows and have their latest screen vehicles credited.

Other pictures due for TV exploitation by Sullivan are "Call Me Madam," "The President's Lady," "Titanic," "The Girl Next Door," "White Witch Doctor" and "Gentlemen Prefer Blondes." The deal is for two years.

It is expected that Lincoln and Mercury cars, sponsors of the Sullivan show, as well as CBS stations and affiliates will join with theatremen in coordinating the campaigns. The film company will arrange its releasing program to mesh with the national television publicity schedule. The "Destination Gobi" program will be on next Sunday's Sullivan show.

Loew's Circuit Sets 'Melvin' Contest

Forty theatres in the out-of-town group of Loew's Metropolitan circuit will participate in a "cover girl" contest for the benefit of M-G-M's "I Love Melvin," reports Ernest Emerling, Loew's advertising-publicity director.

Several thousand dollars in prizes will be supplied by cooperating photo supply dealers in the newspaper-geared promotion. Final judging of contest entries in New York City will be timed to get extra publicity for the New York group's run of the picture.

Coming Events

March 9—North Central Allied board meeting, Nicollet Hotel, Minneapolis.

March 10—Gulf States Allied board meeting, Jung Hotel, New Orleans.

March 10—Screen Writers Guild fifth annual awards dinner, Hollywood Palladium, Hollywood.

March 16—Earl J. Hudson testimonial banquet, Sheraton Cadillac Hotel, Detroit.

March 19—Academy of Motion Picture Arts and Sciences awards presentation, RKO Pantages Theatre, Hollywood.

March 24—Allied Theatre Owners of Indiana regional meeting and film clinic; members of Kentucky Allied as guests, Louisville.

March 24-26—Allied Theatre Owners of Wisconsin annual convention in conjunction with national convention of drive-in theatre operators, Schroeder Hotel, Milwaukee.

March 25-26—Kentucky Association of Theatre Owners annual convention, Brown Hotel, Louisville.

March 27-28—Allied States board meeting, Schroeder Hotel, Milwaukee.

Wanger Temporarily Joins Sol Lesser

HOLLYWOOD, March 4. — Producer Walter Wanger will put his own production program for Allied Artists in abeyance to join Sol Lesser as associate producer of the latter's "3-D Follies," which is in production.

Wanger will resume AA production following the Lesser film's completion. "3-D Follies" is being filmed in color by Stereo-Cine process and will be offered as a roadshow, according to present plans.

KATO Dates Changed

LOUISVILLE, March 4.—The dates for the annual convention of the Kentucky Association of Theatre Owners has been changed from March 24-25 to April 14-15. The convention location has also been changed, from the Brown Hotel here to the Seelbach Hotel. The convention chairman is W. W. Carroll, head of the Falls City Theatre Equipment Co., Louisville. In addition to the regular convention activities, there will also be display booths available for manufacturers, distributors and supply dealers.

Goldwyn, Jr. to CBS-TV

Samuel Goldwyn, Jr., has joined the CBS television network as producer in the news and public affairs department. Goldwyn has just finished a two-year tour of duty with the Army, during which he headed a film production unit assigned to SHAPE.

Coast 'Red' Sessions Will Be Telecast

Washington, March 4.—The House Un-American Activities Committee today agreed to televise the West Coast hearings due to start March 23.

The hearings will resume the committee's investigation of the motion picture industry, and will also cover television and other industries. Committee members said the telecast would be on a pooled basis. It still has not been decided, it was stated, whether the hearings would be by the full committee or a sub-committee.

'Parade' Hit Peak In Film Coverage

A peak in editorial coverage of the film industry during 1952 for the Sunday picture magazine *Parade* was reported here yesterday. The estimated coverage on a paid space rate basis would have amounted to $1,385,250, the magazine claimed.

During the year, the magazine said it brought to the attention of its more than 13,000,000 readers 62 pages of film entertainment news and articles, in addition to devoting 20 covers to film celebrities.

"We know the immense appeal that motion pictures and motion picture stars play in the lives of our readers," Jess Gorkin, *Parade's* editor, commented. "It is because of this keen interest of what goes on in that most fabulous of cities, Hollywood, that *Parade* constantly strives to please the appetities of its readers.

The same attitude will prevail in the current year, the magazine's editor reported, predicting that coverage in 1953 "will be wider, more intensive."

Senators to Hear Weltner of Para.

WASHINGTON, March 4.—George Weltner, president of Paramount International Films, has been scheduled as the second witness before a Senate Foreign Relations sub-committee Friday.

The sub-committee is studying the effectiveness of the government's overseas information program, and is getting the views of private industry as well as government officials. Lead-off witness Friday will be Motion Picture Association of America president Eric A. Johnston.

Says MGM Record Co. Not for Sale

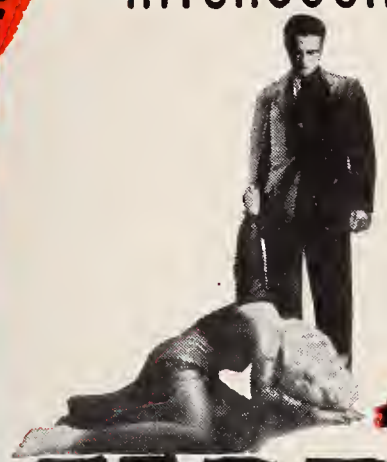
Charles C. Moskowitz, vice-president and treasurer of Loew's, yesterday denied a published report (not in MOTION PICTURE DAILY) that the M-G-M Record Co. is for sale. Moskowitz characterized the story as "ridiculous and entirely without foundation."

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SMASH IN SPRINGFIELD, MASS! SMASH IN TROY! SMASH IN UTICA! SMASH IN WORCESTER! SMASH IN SCRANTON!

SMASH IN PROVIDENCE! SMASH IN CLEVELAND! SMASH IN PHILLY! SMASH IN BOSTON! SMASH IN ERIE! SMASH IN PITTSBURGH! SMASH IN WILKES-BARRE!

ALFRED HITCHCOCK'S



"I Confess"

SMASH SUCCESS!

PRODUCED IN A BIG WAY—SOLD IN A BIG WAY—BY **WARNER BROS.**

STARRING

MONTGOMERY CLIFT · ANNE BAXTER

WITH KARL MALDEN · BRIAN AHERNE

D.E. HASSE · ROGER DANN · DOLLY HAAS · CHARLES ANDRE

SCREEN PLAY BY GEORGE TABORI AND WILLIAM ARCHIBALD

MUSIC COMPOSED AND CONDUCTED BY DIMITRI TIOMKIN

DIRECTED BY ALFRED HITCHCOCK

Kalmenson

(Continued from page 1)

starring Vincent Price, Frank Lovejoy and Phyllis Kirk; "The Blue Gardenia," Alex Gottlieb production starring Anne Baxter, Richard Conte and Ann Sothern; "Trouble Along the Way," John Wayne starrer; "By the Light of the Silvery Moon," with color by Technicolor, starring Doris Day and Gordon MacRae; "Plunder of the Sun," starring Glenn Ford, Diana Lynn and Patricia Medina; "The Desert Song," Technicolor, co-starring Kathryn Grayson and Gordon MacRae; "Thunder over the Plains," WarnerColor, starring Randolph Scott; "The Marines Have a Word for It," co-starring Burt Lancaster and Virginia Mayo; "A Lion Is in the Streets," a Cagney production in Technicolor, starring James Cagney, and "The Burning Arrow," starring Frank Lovejoy, 3-D film in Natural Vision and WarnerColor.

District managers attending the meetings will include Norman J. Ayers, Robert Smeltzer, Jerry S. Abrose, A. W. Anderson, Hall Walsh, W. O. Williamson, Ed Williamson, Henry M. Herbel, Haskell W. Masters, and Ben Abner, New York branch manager.

Home office executives attending will include Albert Warner, Samuel Schneider, Roy Haines, Jules Lapidus, John F. Kirby, Norman H. Moray, Ed Hinchy, I. F. Dolid, Bernard R. Goodman, Robert A. McGuire, Frank Cahill, Gil Golden, Larry Golob, Charles S. Steinberg, and Max Blackman.

Zone Heads

(Continued from page 1)

vice-president and treasurer, and David Fogelson, secretary.

Others present from the home office will be Miles Alben, James M. Brennan, Nat Fellman, Harry Goldberg, Louis J. Kaufman, Herman R. Maier, W. Frank Marshall, Frank Phelps, Bernard Rosenzweig, Carl Siegel, Fred Stengl and Ben Wirth.

Zone managers will include Harry Feinstein, New Haven; Frank Damis, Newark; Ted Schlanger, Philadelphia; George Crouch, Washington; Moe A. Silver, Pittsburgh; C. A. Smakwitz, Albany; Al D. Kvool, Milwaukee, and Ben R. Wallerstein, Hollywood.

Hughes Stock

(Continued from page 1)

mitted Hughes to take the theatre stock out of trust and "in effect terminated the trust." Since Hughes has now regained his picture stock, it was declared, it became necessary for the Department to have the trust reconstituted, and that was the effect of the new stipulation. The stipulation was agreed to by Hughes' attorney, Thomas Slack, it was said.

File Another Suit Vs. Howard Hughes

HOLLYWOOD, March 4.—Eli Castleman, Marian Castleman, doing business as Wolverine Corp., filed an amended complaint in Federal Court here against Howard Hughes, RKO Pictures, Inc., RKO Radio Pictures, Inc., Chase National Bank, eleminating the former contentions regarding "The Outlaw" and making additional charges to support the claim Hughes managed the company by whim.

Zukor Golden Jubilee

(Continued from page 1)

by Herbert Bayard Swope, speaking on behalf of Zukor's long-time friend, Bernard M. Baruch, "elder statesman," who had planned to deliver the keynote address but who was absent due to the death of his brother. In Baruch's name, Swope stressed the place which the motion picture industry and theatres have assumed in the national economy and as a force for the promotion of American ideals here and abroad. Declaring that our government has come to lean on motion pictures as one of its strongest supports in the work of achieving international understanding, Swope recalled that the motion picture theatre has become the present-day equivalent of the traditional town hall meeting-house in all cases of national or local emergency or need, acting as civic center and focal point for worthwhile causes. Swope then presented Zukor with an elaborate testimonial book containing messages of appreciation and friendship from leading members of all industries and all phases of public life, to which will later be added a complete photographic record of last night's Golden Jubilee dinner.

Significant Contributions

Other speeches emphasizing the significant contributions which have been made by Zukor and the industry which stemmed from his first penny arcade were made by Mayor Vincent R. Impellitteri. New York State Attorney-General Nathaniel L. Goldstein, speaking as representative of Governor Thomas E. Dewey, who was unable to be present.

Speaking as one of Zukor's closest associates and long-time friend was Barney Balaban, president of Paramount Pictures.

Balaban eulogized Zukor as a man whose tradition symbolized something bigger than Paramount and bigger than the motion picture industry. He said that Zukor's accomplishment was in the pioneering and establishment of mass entertainment for the world.

"If any one man is responsible for making the movies a world institution, it is Adolph Zukor," Balaban declared. "This gigantic achievement entitles him to the gratitude of hundreds of millions of people who have been the beneficiaries of his vision, his courage and his ability."

Balaban said that "as far as Zukor is concerned, the past is merely a guide to the future. His is the youngest 80 years I have ever encountered."

As president of Paramount, Balaban said that what he had done "was to merely build upon the solid foundation of what Zukor's vision had created before me."

Other addresses were made by Harry Brandt, chairman of the Jubilee Dinner committee; and Robert J. O'Donnell, ringmaster, Variety Clubs International.

Zukor Speaks Briefly

Zukor, in responding, spoke briefly on the vast changes which have taken place in the world since the day he opened his first penny arcade, and the accompanying growth of the motion picture industry. He extended thanks and appreciation to those assembled at the dinner and to the many friends, associates and co-workers whose co-operation and help had so greatly contributed to the success of his ventures. He in particular thanked the trade press for all it had done.

Bob Hope who, last week, had been honored in the same room on his 15th anniversary with Paramount and in radio, and for his activities in behalf of patriotic and charitable causes, featured the lighter part of the evening's program. Rosemary Clooney, one of Paramount's newest stars, contributed vocal selections to the entertainment.

Malbin Sings

The invocation was given by Canon Edward West of the Cathedral of St. John the Divine. The National Anthem was sung by Elaine Malbin.

On the dais were: Gen. Julius Ochs Adler, vice-president and general manager, *New York Times;* Rabbi Bernard Birstein, of the Actors' Temple; Greg Blackton, Blackton Stores; John A. Coleman, financier; Judge Irving Ben Cooper, Chief Justice of Special Sessions; Felix W. Coste, vice-president, Coca-Cola Co.; Thomas Curran, Secretary of State; Thomas J. Deegan, vice-president, Chesapeake & Ohio Railway; Horace C. Flanigan, president, Manufacturers Trust Co.; Frank Folsom, president, Radio Corp. of America; F. M. Flynn, president, New York *Daily News;* Bernard F. Gimbel, president, Gimbel Brothers; Nathaniel L. Goldstein, Attorney General, New York State; Stanton Griffis, industrialist and former ambassador to Poland, Egypt, Spain and Argentina; Rudolph Halley, president of City Council; Will H. Hays, former Postmaster General of the United States; William Randolph Hearst, Jr., president, Hearst Publications; Hon. Frank S. Hogan, district attorney, Manhattan; Walter Hoving, president, Bonwit Teller; Mayor Vincent R. Impellitteri; Lazarus Joseph, New York City comptroller.

Also: William J. Keary, president, Empire State Building Corp.; Walter P. Marshall, president, Western Union Telegraph Co.; Vernon Meyers, publisher of *Look;* New York Police Commissioner George P. Monaghan; Louis Nizer, attorney; William S. Paley, president, Columbia Broadcasting System; James C. Petrillo, president, American Federation of Musicians; Mrs. Anna M. Rosenberg, former Under-secretary of Defense; Carrol M. Shanks, president, Prudential Insurance Company of America; Charles R. Sligh, Jr., president, National Association of Manufacturers; Harold V. Smith, president, Home Insurance Company; Hon. Meier Steinbrink, official referee, Supreme Court; Swope; Frank C. Walker, former Postmaster General of the United States; Canon West, and Mrs. Wendell L. Willkie.

Many From Industry

Representing the industry on the dais were: Balaban; Nate J. Blumberg, chairman of the Board, Universal Pictures; Arthur Krim, president, United Artists; Milton R. Rackmil, president, Universal; Spyros P. Skouras, president, 20th Century-Fox.

Also: Jack Alicoate, publisher, *Film Daily;* Robert S. Benjamin, president, J. Arthur Rank Organization; Jack Beresin, chief barker, Variety Clubs International; Harry Brandt, president, Brandt Theatres; Sam Dembow, Jr., producers' representative; Ned E. Depinet, consultant, RKO-Radio Pictures; Russell V. Downing, president and managing director, Radio City Music Hall; S. H. Fabian, president, Fabian and Stanley-Warner Theatres, and treasurer of the Adolph Zukor Golden Jubilee Dinner.

Also: Emanuel Frisch, president, Metropolitan Motion Picture Theatres Association; Jack Frye, president, General Aniline and Film Co.; William J. German, president, William J. German, Inc.; Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres; Morey Goldstein, vice-president, Allied Artists; Abel Green, editor, *Variety;* Walter E. Green, president, National-Simplex-Bloodworth Corp; John H. Harris, big boss, Variety Clubs International; William J. Heineman and Max Youngstein, vice-presidents, United Artists; Harry Kalmine, general manager Stanley-Warner Theatres; Austin Keough, vice-president, Paramount.

From All Branches of Industry

Also: Edward Lachman, chief barker, Tent 35, Variety Clubs International; Abe Lastfogel, president, William Morris Agency; Charles E. Lewis, publisher, *Showmens Trade Review;* Al Lichtman, vice-president, 20th Century-Fox; Arthur L. Mayer; Abe Montague, vice-president, Columbia; Charles C. Moskowitz, vice-president, Loew's; Edward J. Noble, chairman finance committee, American Broadcasting-Paramount Theatres; Robert J. O'Donnell, vice-president, Interstate Theatres; Martin Quigley, *Motion Picture Herald* and *Motion Picture Daily;* Herman Robbins, president, National Screen Service; Sam Rinzler, president, Randforce Amusement Corp.; Samuel Rosen, vice-president, Fabian and Stanley-Warner Theatres; Abe Schneider, vice-president, Columbia; James A. Mulvey, president, Samuel Goldwyn Prod.; Max Cohen, president, Cinema Circuit.

Also Listed

Also: Alfred M. Schwalberg, president, Paramount Film Distributing; Fred J. Schwartz, president, Century Theatres; Sol A. Schwartz, president, RKO Theatres; Ben Shlyen, publisher, *Boxoffice;* George Skouras, president, Skouras Theatres; Wilbur Snaper, president, Allied States Association; Joseph R. Vogel, vice-president, Loew's; Major Albert Warner, vice-president, Warner Bros. Pictures; Mo Wax, publisher, *Film Bulletin;* Martin Mullin, president, New England Theatres; Louis Schine, Schine Circuit; C. J. Feldman, Universal.

Conditions Improve In Storm-Hit K.C.

Kansas City, March 4.—The heavy snow and wind conditions of the past few days were much improved in this area today with most schools reopening.

Where the storm struck, theatre attendance was cut to about one-fourth of normal. Exhibitors consider that degree of attendance gratifying in view of the severe traffic handicaps and hazards.

Heermance to Make 'Maz'

HOLLYWOOD, March 4.—Allied Artists' executive producer Walter Mirisch announced the assignment of Richard Heermance as the producer of "Maz," the company's first three-dimensional production, which starts in April.

3 State Groups

(*Continued from page* 1)

nual meeting of the Texas Drive-in Association, which will be held at the Adolphus Hotel, Dallas.

In Milwaukee, it was disclosed that Herbert Barnett, president of the Society of Motion Picture and Television Engineers, will speak at the drive-in convention in that city on March 24-26. Barnett will discuss third-dimensional films for both indoor and outdoor exhibition. In making the announcement, Sig Goldberg, president of Allied Independent Theatre Owners of Wisconsin, said that every angle of third-dimensional films and its possibilities for drive-in operation will be discussed.

In Columbus, O., it was announced that Ralph H. Heacock, product manager of the RCA theatre equipment section, will address the 18th annual convention of the Independent Theatre Owners of Ohio at the Deshler-Wallick Hotel in Columbus, April 7-8. His subject will be the installation of third-dimensional equipment.

TOA-Allied Meet

(*Continued from page* 1)

meeting had not been set and, at the same time, pointed out that he previously stated that such a conference would have to have the authorization of the Allied board of directors. Inasmuch as the Allied board does not meet until late this month in Milwaukee, the chances for a TOA-Allied meeting appear to be remote. If a parley should be called between now and Tuesday, it is unlikely that the subject of arbitration will be included. Allied has turned thumbs down on that topic without full board sanction.

Starr is due in New York Monday prior to his departure for overseas. The local TOA headquarters said yesterday that no meeting was on his agenda during his brief stay.

Drive-ins in Tie-up

(*Continued from page* 1)

drive-in and the motor car industries, in view of the present and prospectively vastly expanded television broadcasting.

He suggested that a possibility is 50,000,000 cars idle after six in the evening. With mutual interests established, motor car manufacturers would give eager attention to adaptations of cars to drive-in screen viewing, for example.

Levin gave an instant demonstration of the sort of thing the institute may do. One speaker had told of pests of mosquitoes in some areas, and the inability of drive-in exhibitors to find any way to combat the audience-disturbing marauder. Levin suggested that many government agencies are studying mosquito domination, and that perhaps if drive-in interests were to consult them, the mosquitos could be banished from an area and not only from a theatre.

KMTA Hears Urgent Tax Repeal Plea

KANSAS CITY, Mo., March 4.—The urgency of the tax repeal campaign was underscored by Jack Brunagle, director of Commonwealth drive-in operations, at the spring drive-in conference sponsored by the Kansas-Missouri Theatre Association, held at the Hotel Phillips.

Personal contacts were stressed by Braunagle. More than 60 exhibitors attended the conference, which was also highlighted by a trade show. Concession operation received much attention at the meet, with other subjects including combined indoor-and-outdoor operation, new theatre construction and competitive factors.

Offers Bidding Formula

(*Continued from page* 1)

threat of litigation and that competitive bidding will eliminate that threat, and

(2) That it is the only way of arriving at a "fair and reasonable" rental, and further

(3) That the competitive bid accepted constitutes a "fair and reasonable" rental for the particular theatre involved.

"While distributors are, of course, under no compulsion to accept the reasoning of the Towne and of the Bigelow (Jackson Park) cases on this point," Levy said, "it would seem that they should do so, and thus eliminate a tremendous amount of unnecessary, unwarranted and unjustifiable competitive bidding. It would, once and for all, put an end to the devastating practice of employing competitive bidding for the sole purpose of obtaining increased film rentals."

The Towne Theatre, one of seven first-runs in the downtown section of Milwaukee, instituted an anti-trust suit which was successful. Damages were awarded and the distributors were enjoined from refusing to offer films suitable for first-run to the plaintiff at fair and reasonable film rental. The defendants then entered a suit for the purpose of obtaining an interpretation of "fair and reasonable film rental." The Towne took the position that the language of the first decision meant that the defendants are required to offer each picture to the Towne for exclusive first-run at "fair and reasonable film rentals" without requiring the Towne to make any offers and without regard to the terms which any competitive theatre might offer.

The defendants took the position that they are entitled to entertain offers from other competitive exhibitors and to award pictures to those competitive theatres if they make higher "acceptable" offers. The lower court (U.S. District Court) decided for the Towne and the defendants appealed to the Circuit Court. That tribunal reversed the lower court and decided in favor of the defendants. One significant reason given by the Circuit Court was that a plaintiff successful in an anti-trust suit is not entitled to injunctive relief "which will accord him a preferred status over his competitors." He is not entitled "to relegate his competitors to an inferior position."

On the same day that it handed down the Towne decision, this Circuit Court came to the same conclusion on the identical language in the Jackson Park case. Levy points out that "the same language as in the Towne case was tested and the court decided it the same way, stating, 'we hold as we did in the Towne case that a fair and reasonable film rental means a rental determinable by competition. Undoubtedly, bidding is a conventional means of ascertaining the fair and reasonable price of a product but, as pointed out by the Supreme Court in U. S. vs. Paramount, the determination of a fair and reasonable film rental involves numerous intricate factors and is more complicated than the determination of a fair price for ordinary products'," it was stated.

Loew's Metropolitan Managers Switched

Eugene Picker, in charge of Loew's New York theatre operations, has made the following managerial changes:

George Daniels, formerly manager of the Elsmere, Bronx, now closed, has been transferred to the 167th Street Theatre, George Powell, formerly manager of the Palace, Brooklyn, also closed, has been transferred to the Kameo, Brooklyn. Frank Rizzo, formerly assistant at Loew's Palace, has been transferred to the Delancey Street Theatre; Eleanor Stenzel, formerly assistant at the Kameo, has been transferred to the Paradise, Bronx; Mrs. Daisy Cantor, assistant at the 72nd Street, transferred to the 83rd Street, temporarily; George Karros, recently discharged from military service, has been made assistant at the 167th Street Theatre.

'Salome' Opening Mar. 24

The world premiere of Columbia's color by Technicolor "Salome," will be marked at the Rivoli Theatre here on the evening of March 24 by a Klieg light opening, the company reports. Personalities of screen, stage, radio and television, as well as from the social, political, artistic and sports worlds, will attend.

'Oscar' Ceremonies On Both Coasts

HOLLYWOOD, March 4. — The first telecast of the Academy of Motion Picture Arts and Sciences awards over NBC television on March 19 will present the ceremonies from both New York and Hollywood.

Charles Brackett, president of the Academy, announced that a leading Hollywood personality, would act as master-of-ceremonies in New York at the International Theatre where former "Oscar" winners and a number of this year's nominees for top honors have been invited to be present. Bob Hope will be master-of-ceremonies for the main ceremony in Hollywood.

John Schlesinger Here in April

John Schlesinger, chairman of the board of all of the Schlesinger enterprises in South Africa, will arrive here from Johannesburg about April 15 for a month's stay to confer with Joseph Stark, new president of the organization. Stark, formerly vice-president and treasurer, succeeded to the presidency upon the recent death of Max A. Schlesinger on Feb. 23. Stark was associated with Schlesinger for 30 years.

John Schlesinger currently is in London, having stopped off en route to South Africa after attending his uncle's funeral in New York.

'Call Me Madam' at Roxy

"Call Me Madam," 20th Century-Fox's color by Technicolor film version of Irving Berlin's Broadway musical, will have its New York premiere at the Roxy Theatre March 25.

Fight Film

(*Continued from page* 1)

ing of the fight on its miniature screens, observers point out.

The fight film will be made in the Stereo-Cine process, which requires audiences to use spectacles. No other films of the fight will be made for theatrical exhibition under the deal set by U. A. with James D. Norris, president of the International Boxing Club.

Associated With Lesser

Associated with Lesser in the making of the Marciano-Walcott 3-D film are Raphael Wolff and Sherrill Corwin of Hollywood. Nathan L. Halpern of Theatre Network Television will supervise the production, having had considerable experience in the handling of championship fights for large screen theatre TV. Under the sponsorship deal with Gillette Razor by which the fight will go to home TV, it will not be available for theatre television.

U. A. is in the 3-D field now as distributor of "Bwana Devil," while Lesser currently is producing "3-D Follies," a feature film, in the Stereo-Cine process.

Johnston Names

(*Continued from page* 1)

Schneider, Columbia; Paul Raibourn, Paramount; Joseph R. Vogel, Loew's; Al Lichtman, 20th Century-Fox, and Wolfe Cohen, Warner Brothers. The group will probe into all facets of the new medium, although it is not likely that it will come up with any technical recommendations. However, it is possible that the committee will recommend certain policies in order to meet exhibitor problems so that a chaotic changeover condition may be avoided. The urgent need for standardization probably will be crystallized as a result of the committee's work. It appears certain that the committee will keep in close contact with the Society of Motion Picture and Television Engineers and the Hollywood Research Council.

UK 'Devil' Openings Set for March 20

LONDON, March 4. — Members of Parliament, scientists, national editors and advertising men will be among the distinguished invited audiences at the British premieres of "Bwana Devil" in Natural Vision at four J. Arthur Rank theatres on March 20.

The advertising men are particularly interested in the first 3-D advertising film which will be shown at the same time.

The colored advertising film is being made here by Rank's Theatre Publicity, Ltd. The picture is being produced by the Stereo-Techniques process and advertises a well known brand of English cigarettes.

Commonwealth Meets

KANSAS CITY, March 4.—Commonwealth theatres held its spring meeting for drive-in managers yesterday at the Hotel President with Jack Braunagle, manager of drive-in operations, opening the session and Robert Walter acting as chairman for the presentation of subjects by commonwealth managers.

Motion Picture Daily Feature Reviews

"The Story of Three Loves"

(Metro-Goldwyn-Mayer)

A COLLECTION of three vaguely related love stories, this picture provides a diversification of entertainment which should have at least one segment to please everyone. The stories range from the whirling courtship of a ballet dancer to a boy who grows to manhood before his time and then to an episode in the lives of trapeze artists.

The first tale concerns James Mason, Agnes Moorehead and that sensational dancer of "Red Shoes," Moira Shearer. It is her dancing that dominates the opening story. Because of a heart ailment, Miss Shearer knows she should not dance and her aunt, Miss Moorehead, tries to keep her from performing. When she meets Mason, a dance impresario, she forgets her illness and performs for his benefit. Not realizing she is sick, he thinks her affair of the heart involves another man. When he discovers the truth, it is too late. Mason and Miss Moorehead serve as capable support to Miss Shearer in this screenplay by John Collier, directed by Gottfried Reinhardt.

The second story is a fantasy, competently portrayed by Ethel Barrymore, Ricky Nelson and Leslie Caron. It moves at a slower pace than the other two chapters. Nelson, a 12-year-old, is bored with his life studying French under Miss Caron and he persuades a witch, played by Miss Barrymore, to grant him temporary manhood. In his grown state be becomes Farley Granger and falls in love with Miss Caron. But at the witching hour, he hurries away to return to his youth. Vincente Minneli directed, from a screenplay by Jan Lustig and George Froeschel.

The final story is the most exciting of the trio. Kirk Douglas and Pier Angeli are aerial performers who know that those who fall in love can never live to perform again. Some beautiful shots of trapeze work, tension and suspense dominate this segment which was directed, also, by Reinhardt, from a screenplay by John Collier.

Sidney Franklin produced all three episodes. Others in the cast are Zsa Zsa Gabor and Richard Nelson.

Running time, 122 minutes. General audience classification. For March release.

"War of the Worlds"

(Paramount) *Hollywood, March 4*

A NEW high in science-fiction films is struck in this latest George Pal production, a motion picture which dwarfs his previously successful "Destination Moon" and "When Worlds Collide." "War of the Worlds" is a stunning representation of the attack on Earth by the creatures from Mars which H. G. Wells undertook to describe in his book of the same title back in 1898. The film, which expands on the book, is fabulously staged, incredibly convincing, and genuinely frightening. It can't miss setting box-office records far and wide.

In the screenplay by Barre Lyndon the planet Mars has become exhausted and its superior intellects have chosen Earth as the planet to which they can migrate successfully, following conquest. The first Mars men to reach Earth arrive in a seeming meteor that lands between Los Angeles and Pomona, and are followed quickly by others arriving similarly at strategic points around the world. The meteor-like conveyances open to disgorge deadly airborne machines which prove impervious to the guns, cannon, and finally the atomic bombs that the military forces of this and other nations send against them. City by city, area by area, the Martians set out to destroy our world, and are stopped, ultimately, only by germs against which they have no earthly immunity. But this last comes very late and as a complete surprise, in a story that has left its audience no ground for expecting anything but total doom.

Credit should be given to the Paramount special effects department under the late Gordon Jennings for the picture's compelling realism. Color by Technicolor also figures importantly in the superlative production accomplishment.

Gene Barry and Ann Robinson perform competently the boy-and-girl story that runs through the narrative, but it is not, of course, an actor's picture. It is primarily a producer's picture, the craftsmen coming in for a giant share of credit. Director Byron Haskin rates a special kind of credit for keeping his players on a par with the technicians. A special credit is earned, too, by Sir Cedric Hardwicke, for his off-screen narration.

Others in the cast include Les Tremayne, Bob Cornthwaite, Sandra Giglio and Lewis Martin.

Running time, 85 minutes. General audience classification. For May release.

Build New TV Lines From N. Y. to Albany

Plans for construction of a radio-relay system between New York and Albany, to be used intially to carry television programs, were filed with the Federal Communications Commission by A. T. and T.

Albany Tent Fete Mar. 14

ALBANY, N. Y., March 4.—More than 200 reservations have been made for the annual Variety Club dinner-dance at the Colonie Country Club here March 14, honoring retiring chief barker Nate Winig. Stars from New York will entertain. The committee on arrangements is headed by Lewis A. Sumberg, executive director of Albany TOA, and Leo Greenfield, Universal branch manager.

Kinescope Patent To Dr. Goldsmith

A patent covering the invention leading to what RCA described as the first demonstrated direct-view, tricolor kinescope (television picture tube) has been issued to Dr. Alfred N. Goldsmith, radio pioneer and New York consulting engineer, who has assigned the patent to RCA, according to the U. S. Patent Office.

"The President's Lady"

(20th Century-Fox)

THE turbulent romance of Andrew Jackson prior to his election as President of the United States in 1828 forms the background of this interesting picture. Hewing close to historical facts, the film points up Jackson's struggle to protect the reputation of his wife who is the object of slander because she is a divorcee. Not only that, it develops that she married the future President, innocently, before she actually is divorced. Although historical in subject matter, the picture is slanted more for adult consumption than history-studying children because of frequent reference to pregnancy, adultery and prostitution. In fact, placards branding Mrs. Jackson as a prostitute are paraded through the streets during the 1828 Presidential campaign.

Charlton Heston is excellent as Jackson, while Susan Hayward does a very commendable job as Rachel Donelson Robards, the future Mrs. Jackson. Intermingled with the domestic troubles are some exciting Indian attacks, fist fights, a horse race and other ingredients that go for good film fare.

Heston meets Miss Hayward, the wife of Whitfield Connor from whom she is separated, when he arrives at the Tennessee settlement to be the law partner of John McIntyre and also to be attorney general. When Miss Hayward starts on a dangerous trip down the Mississippi to visit her mother's sister in Natchez, Heston goes along and the romance develops. They hear that Connor has obtained a divorce and so she and Heston are married, only to learn that Connor had not actually obtained the legal separation. This places Miss Hayward in a bad spot and even after they are legally married she is still on the receiving end of insults. Heston rises politically until he is nominated and elected President, but his wife doesn't live to see him inaugurated.

In one or two spots the picture drags slightly, but a competent directorial job has been done by Henry Levin who makes the most of a difficult assignment. Sol C. Siegel produced. The screenplay by John Patrick was based on a novel by Irving Stone. Others in the cast are Fay Bainter, Carl Betz, Gladys Hurlbut, Ruth Attaway, Charles Dingle.

Running time, 96 minutes. Adult classification. For April release.

AL STEEN

"Pony Express"

(Paramount)

A VIRILE Western, which shapes up as good, reliable fare, has been fashioned by Nat Holt. The color by Technicolor adds to its enjoyment.

The story is a page out of history, telling of the linking of the Missouri plains to the Pacific via the pony express. Charlton Heston and Forrest Tucker are two gun-fighting, Indian-wise buddies, known respectively as Buffalo Bill Cody and Wild Bill Hickock. In the romantic department, Heston seems the more popular, for there are two girls, Rhonda Fleming and Jan Sterling, who are attracted to him.

Heston finds that he has two enemies, an Indian chief called Yellow Hand, and the evil force that would block the success of the pony express for selfish interest. In due time Heston takes care of his Indian nemesis. This requires a deadly struggle with hachet and dagger, all of it making for good pictorial effect. Next comes the struggle against the evil white men who would hamper the forging of the Westward trail. At first Miss Fleming allies herself with the forces of evil but gradually she goes over to the side of law and order, and with the change there grows an affection for Heston. The gunplay and skullduggery is punctuated by outbursts that grow from the romantic triangle that involve Heston, Miss Fleming and Miss Sterling. After vaulting great obstacles Heston finally makes the initial express run. Miss Sterling sacrifices herself to save Heston from a sniper's bullet.

Jerry Cooper directed, from a screenplay by Charles Marquis Warren. Others in the cast include Forrest Tucker, Michael Moore, Porter Hall, Richard Shanon and Henry Brandon.

Running time, 101 minutes. General audience classification. For April release.

"The Story of Mandy"

(J. Arthur Rank-Universal)

THIS is a touching and beautifully acted story about a little deaf girl who learns to speak and "hear." It is a picture that should play profitably in both the "art" and conventional type theatres. Starring are Phyllis Calvert, Jack Hawkins and, in the title role, Mandy Miller, a new addition to the growing list of remarkable moppets from abroad.

When Miss Calvert and her husband, Terence Morgan, discover that their child is totally deaf, efforts are made to get her adjusted, but there is a controversy between the parents over the method of teaching. Eventually, Miss Calvert takes the child to a special school, operated by Hawkins. A domestic triangle develops, but, happily, this is resolved before it can wreck the little girl's future.

When dealing with Mandy and her struggles, the film is little short of superb. The adult angle, however, appears to be contrived and sentimental. But the triangle and the completely feminine viewpoint from which it is seen may be just what the ladies in the audience will like best.

The script by Nigel Balchin and Jack Whittingham was based on a novel by Hilda Lewis. Leslie Norman produced and Alexander Mackendrick directed. There is excellent camera work by Douglas Slocombe. Others in the cast are Godfrey Tearle, Marjorie Fielding, Nancy Price, Edward Chapman, Patricia Plunkett.

Running time, 93 minutes. General audience classification. March release.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 44 NEW YORK, U. S. A., FRIDAY, MARCH 6, 1953 TEN CENTS

Mason to Push For Early Tax Bill Hearing

Sees Approval If It Gets Out of Committee

By J. A. OTTEN

WASHINGTON, March 5.—Representative Noah Mason (R., Ill.) said today he would press for the House Ways and Means Committee to hold public hearings "right after Easter" on his bill to exempt motion picture theatres from the Federal admission tax.

Col. H. A. Cole and Pat McGee, co-chairmen of the National Tax Repeal Campaign Committee, last week selected H.R. 157, introduced Jan. 3 by Representative Mason, as the measure to be supported by the motion picture industry in its campaign for repeal of the 20 per cent tax.

The bill provides for immediate elimination of the tax on those thea-

(*Continued on page 3*)

Standardized 3-D Urged by NCTO

SAN FRANCISCO, March 5.—At a board meeting of Northern California Theatre Owners a resolution was passed causing petitions to be sent to heads of all producing companies asking them to do everything possible to standardize third dimensional processes in order to avoid confusion in the industry and undue expense to exhibitors.

Exhibitors here have expressed concern over the confusion which they say will result unless there is uniformity of 3-D within the industry,

(*Continued on page 3*)

Jessel Signs Pact With ABC-TV, Radio

A long-term contract with George Jessel covering his exclusive services as a performer and producer for the American Broadcasting Co. radio and television networks was disclosed here yesterday by Robert E. Kintner, ABC president.

Jessel will join ABC on June 1 under the contract negotiated with him by Robert M. Weitman, ABC vice-president in charge of programs

(*Continued on page 3*)

ON THE MARCH!

By MARTIN QUIGLEY

HOLLYWOOD—The contemporary scene in the world's capitol of motion picture production is vital and exciting. It is a far cry—and a notable betterment—from the preceding period. In morale it is essentially a switch from, "Where are we drifting?" to, "Let's Go!"

Rather surprisingly, it seems suddenly to have dawned on Production that merely to be intent upon improvement in quality and economical operation was not enough. With this realization it came to be recognized, at long last, that the medium itself, aside from subject matter and the ever-present problems of administration, was capable of essential technical improvement in its challenge to public attention.

Historically, it probably will be recorded that Cinerama and the first Natural Vision picture, together with the attendant public reaction, fulfilled their supreme function, not in what they demonstrated in technical or artistic development but rather in the fact that a consequence of their appearance was the sounding of an alarm that the industry as a whole had been dozing at the switch.

These innovations drove home the realization that there have been lying about, in some instances for many years, a number of technological betterments of the medium which could serve to give it greater stature, scope and power. Various of these have long been within easy reach but it seems to have been a case like a person who, walking along with head bowed in concentration upon his immediate problems, had failed to look up and ahead where he could have seen the solution he was seeking.

As to what may be expected out of Hollywood in the months ahead this much is certain:

The motion picture theatre is going to become a place of greater challenge and interest to the amusement-loving public. Already there are clear indications of an awakened public interest in motion pictures. The industry is again appearing as an institution that is on the march. The down-beat attitude

(*Continued on page 3*)

Get the Facts— Here!

HOLLYWOOD, March 5.—The Motion Picture Association of America issued the following statement:

"A published report that the Production Code has 'outlived its usefulness' and will be dropped is completely without foundation. The Code continues to have the full backing and support of the members of the Association and all responsible elements in the industry.

"Through its system of self-regulation, the industry has demonstrated its high sense of responsibility to the public in providing wholesome entertainment. The Code has won widespread public acclaim and support and there will be no departure from the Code's high standards."

Arthur B. Krim, president of United Artists, issued the following statement yesterday:

"I regret the report in a certain trade paper that United Artists is not in full sympathy with the activities of the Production Code authorities. My associates at United Artists and I unanimously feel that the Breen office performs a vital and needed function and has done a fine job.

"We anticipate no difficulty with 'The Moon Is Blue,' which has been produced by Otto Preminger and F. Hugh Herbert with taste and dignity and which will be submitted to the Breen office in regular course."

Injunction Is Requested In Luxor Suit

Precedent Believed Set After Adverse Verdict

Federal Judge Edward Weinfeld here yesterday granted J. J. Theatres and its operating company, Luxor Group, Inc., a hearing on April 2 on a petition for an injunction to halt alleged discrimination against the Luxor Theatre in the Bronx. Inasmuch as a jury last week entered a verdict in favor of the defendants in an anti-trust suit brought by J. J. and Luxor, in which the plaintiffs asked for damages of $3,079,000, this is believed to be the first time in motion picture legal history that a move for such an injunction has been made after an adverse verdict.

The plaintiffs had charged that the defendant distributors favored the Skouras' Park Plaza over the Luxor in playing time. Although the damages phase of the suit was denied by the jury, Judge Weinfeld agreed to

(*Continued on page 3*)

WB in 90-Day 3-D Research Program

HOLLYWOOD, March 5. — Warner Brothers will rebuild its burned studio facilities and expand its technical research and development during a period of about 90 days. Meanwhile, 29 new scripts will be prepared for shooting.

It was announced that during the period of studio reconstruction, the company will intensify its laboratory research and experiment in new possibilities for "films of the future." Major projects, already started and

(*Continued on page 3*)

To Meet Tuesday on Equity Wage Scale

Another round of confabs on establishing a theatre television wage scale for actors is slated for Tuesday when Leo Rosen, TV director of Fabian Theatres, will confer with members of Actors Equity Council.

Pending agreement on a wage scale, Fabian plans to theatre telecast the Broadway stage show, "Pal Joey," will be held up. With the exception of Actors Equity, it was disclosed,

(*Continued on page 3*)

Personal Mention

PAUL LAZARUS, Jr., Columbia Pictures home office executive, left here for the Coast yesterday by plane.

•

JERRY KOERNER, former Columbia booker in Cleveland who has been away from the motion picture business for several years, will return to succeed JERRY WHITESELL as M-G-M booker there. WHITESELL resigned to go into television.

•

MORGAN HUDGINS of M-G-M's publicity staff is due back here Monday by plane from London. He will remain in New York three days before heading for the Coast.

•

BILL BRUMBERG, head of Warner Brothers field exploitation staff here, is recuperating in Fifth Ave. Flower Hospital from injuries sustained in an auto mishap.

•

HILLER INNIS, assistant to RUSSEL HOLMAN, Paramount Eastern production manager, is en route to the island of Jamaica for a two-week vacation.

•

ADOLPH ZUKOR, Paramount board chairman, will be guest celebrity on the Martha Deane program over WOR-Mutual Monday morning.

•

ARTHUR GOOD, head of RKO Radio's 16mm. division, announces the birth of a girl to MRS. GOOD on Wednesday at Harkness Pavilion here.

•

A. A. SCHUBART, manager of exchange operations for RKO Radio, has returned to New York from Jacksonville, Fla.

•

NAT LEVY, RKO Radio Eastern division manager, will return to New York over the weekend from Gloversville.

•

GEORGE WELTNER, president of Paramount International, will leave here for Hollywood on Sunday.

•

WALTER H. GROSSELFINGER of the Westrex Corp. has left here for an extended tour of the Far East.

Services Tomorrow For Alex Sayles

ALBANY, N. Y., March 5.—Funeral services for Alex Sayles, 68, manager of Fabian's Palace here for 19 years and a showman in this city for 31 years, will be held on Saturday in St. James' Roman Catholic Church. He died in Albany Hospital yesterday of a heart condition.

He is survived by his widow, a brother, a sister and a cousin.

Isaac Shifts Monday

Lester Isaac will assume his position with Cinerama Productions Inc., as assistant general manager of theatre operations in charge of all technical services, on Monday. He will leave his post with Loew's as director of projection and sound and theatre television, today.

Partmar, F.&M. Take Para. Case to Supreme Court

WASHINGTON, March 5.—Partmar Corp. and Fanchon and Marco, Inc., today asked the U. S. Supreme Court to reverse a Ninth Circuit Court of Appeals decision which threw out Partmar damage claims against Paramount Theatres and against Paramount Pictures, Inc.

The case is another action in a long series of legal bouts between Partmar and Paramount over a Los Angeles theatre which Partmar leased from Paramount. In May, 1947, Paramount brought suit to evict Partmar from the theatre, and as part of its defense Partmar entered counter-claims for treble damages, alleging that Paramount had, as landlord and as part of an illegal monopoly, compelled the lessee to pay excessive rentals and license fees for pictures.

3 TV Shows Plug 2 20th-Fox Features

Two 20th Century-Fox productions, "Call Me Madam" and "Destination Gobi," will be extensively publicized on three top TV shows Sunday night.

Filmed highlights of last Wednesday's world premiere of "Madam" at the Ritz Theatre, Los Angeles, will be shown on the Ken Murray CBS-TV variety show, and the picture also will be "plugged" by Donald O'Connor, one of its stars, during his appearance on the Colgate Comedy Hour, NBC-TV. As previously announced, a six-minute clip of "Gobi" will be shown on the Ed Sullivan "Toast of the Town" on CBS-TV.

Gordon and Metzler Reelected by AMPP

HOLLYWOOD, March 5.—The international committee of the Association of Motion Picture Producers has reelected William Gordon chairman for a second term, and named Roy Metzler publicity chairman.

Forum on New SAG Pact

The Film Producers Association of New York is sponsoring an invitation forum to discuss and explain the workings of the new Screen Actors Guild contract covering production and use of TV film spots on Monday at the National Republican Club here.

Simms to Discuss 3-D

NEW ORLEANS, March 5.—John Simms, National Theatre Supply 3-dimensional equipment representative and engineer, will be on hand at Allied Theatre Owners of Gulf States' board meeting on Tuesday at the Jung Hotel to explain tri-dimensional installations.

Bauer of Filmack Dies

CHICAGO, March 5.—Frank Bauer, 58, head cameraman for Filmak Trailer Co. here, died at his home Sunday of a cerebral hemorrhage. Bauer had been with Filmack for 26 years. He is survived by his widow, a son and a daughter.

Two US Films Win Foreign Press Poll

The Foreign Press Film Critics Circle last night presented annual awards to "Limelight," "Breaking the Sound Barrier," Charles Chaplin, and Stanley Kramer and Fred Zinnemann, producer and director, respectively, of "High Noon." The selections were the result of the annual poll of foreign language press critics.

The awards were presented in the New York City Municipal Building. Arthur Kelly, vice-president of Chaplin's Celebrated Films, accepted the "Limelight" honors and Ilya Lopert, head of Lopert Films, accepted for "Breaking the Sound Barrier."

"Limelight" was chosen as the best American film of the year and the best film in all categories, with Chaplin himself selected as the best actor and runner-up to Stanley Kramer as best producer. "Sound Barrier" was voted the year's best British film and "Forbidden Games" was picked as the best film in a foreign language.

Fred Zinneman's direction of "High Noon" was selected as best of the year in that category, while the balloting for best writer resulted in a three-way tie among Carl Foreman for "High Noon," Chaplin for "Limelight," and Ketti Frings for "Come Back, Little Sheba." The award for best actress went to Shirley Booth for "Come Back, Little Sheba." Gary Cooper, for "High Noon," was runner-up to Chaplin as best actor.

Herman Mankiewicz Dies on the Coast

HOLLYWOOD, March 5.—Herman Mankiewicz, veteran Hollywood scenarist and brother of writer-director Joseph L. Mankiewicz, died here this morning at 55 at Cedars of Lebanon Hospital after three weeks of illness. Services will be held tomorrow at Hollywood Cemetery. He is also survived by the widow, two sons, a daughter and a sister.

After several years as a newspaperman, Mankiewicz went to Hollywood in 1926 to do the screenplay for "Road to Mandalay." Recent pictures in which he had a writing hand include: "Pride of St. Louis," "A Woman's Secret," "Christmas Holiday," "Good Fellow," "Spanish Main and "Enchanted Cottage."

David Hanna to IFE Rome Publicity Post

David Hanna, former newspaperman who has specialized in recent years in serving as publicist for American producers making pictures in Europe, has been appointed public relations representative assigned to the Rome office of Italian Films Export, it was announced here by Jonas Rosenfield, Jr., director of public relations.

Hanna will assume his new duties on April 1.

Wash., Idaho, Alaska Owners Quit WTO

San Francisco, March 5.—Hannah Oppie, executive secretary of Western Theatre Owners, announced the theatre owners of Washington, Northern Idaho and Alaska have resigned from the WTO. The reason given was that they did not care for any outside contact and only desired a strong statewide organization. The resignations will not affect WTO despite the fact all three organizations have been members since WTO's inception as the PCCITO 10 years ago.

Get TV Clearance

HOLLYWOOD, March 5.—The American Federation of Television and Radio Artists has granted automatic clearance to all members who participate without pay in the Academy Awards presentation ceremonies.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE STORY OF THREE LOVES"
Kirk DOUGLAS James MASON Farley GRANGER
Pier ANGELI Moira SHEARER Leslie CARON
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

DEAN MARTIN & JERRY LEWIS
HAL WALLIS' Production
THE STOOGE
A Paramount Picture
in Person JONI JAMES DAVE BARRY LEWIS and VAN Extra Added Attraction JOHNNY LONG And His Orchestra
PARAMOUNT
Midnight Feature

2 BIG I. F. E. HITS ON B'WAY!

SILVANA MANGANO as Anna
co-starring VITTORIO GASSMAN
BRANDT'S GLOBE B'way & 46th St.


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Mason Bill

(*Continued from page* 1)

tres in which the principal form of entertainment is the exhibition of motion pictures. "It has been studied by leading industry lawyers and has been approved as meeting the industry's needs in all respects," according to a statement issued here last week by the Council of Motion Picture Organizations.

Mason said he brought his bill up at a closed-door meeting of the Committee today. The meeting was called to consider the agenda for the coming year. Mason said he had been told that Chairman Reed (R., N. Y.) wanted the views of the Treasury on the admission tax bill and other excise measures, and that only yesterday Committee Clerk Gordon Grand had asked the Treasury to "expedite" its report on the admissions tax bill.

Mason Will Press

"If it isn't expedited," Mason said, "I'm going to press for hearings anyhow, right after Easter." He said he would suggest that the Committee move on the admission tax bill separately, and not as part of over-all excise tax hearings.

Mason estimatetd the revenue loss from his bill at "close to $250,000,000," and admitted that this might cause the Treasury Department to oppose it. "But that makes no difference to me," he added. "I'm going ahead anyhow. If the bill comes out of Committee, it will pass the House by an overwhelming vote."

Reed would not comment on the possibility of separate hearings and action on the admission tax bill, merely stating that "some time this year we will have excise tax hearings." In a separate statement, the powerful New Yorker reiterated his determination to have the 30 per cent excess profits tax die on schedule on June 30.

WB Program

(*Continued from page* 1)

to be hastened, include those in three dimensional photography and projection, an expanded screen image and expanded sound techniques to match the added scope of the screen.

Production will taper off during the period but it was stressed that there will be no studio shutdown.

Standardized 3-D

(*Continued from page* 1)

and that unless there is standardization a great many theatres in the country would go out of business because of being physically and financially unable to equip for all types of 3-D.

Film Division of Red Cross to Meet

The motion picture section for the 1953 American Red Cross campaign will meet at the Metropolitan Club here on Tuesday at the invitation of Spyros P. Skouras, 20th Century-Fox president and head of the division.

E. Roland Harriman, national president of the Red Cross; LeRoy Lincoln, national chairman of Red Cross fund raising, and three wounded veterans of the Korean War, Sergeant Louis A. Capone, Corporal William Brady and Corporal Robert Feltner, will attend.

ON THE MARCH!

(*Continued from page* 1)

of the past several years has disappeared and in its place there is an attitude of anticipation, expectation and curiosity.

THE motion picture in its essential technological character is going to be changed and improved—improved not in the fashion of the addition of some mere gimmick or novelty but improved in a manner that will give it greater stature, power and scope. Deficiencies and inadequacies which have long failed to be rightly appraised will be remedied. The result will be a medium that even in its first developmental days will have a new freshness and appeal and will admit of both spectacular effects and genuinely dramatic power never previously possible.

To attempt at this point to form an opinion as to just what process, format or technical character upon which the re-vitalized Screen will be based would involve a departure from the function of comment and an intrusion into the area of prophecy. There are, however, good reasons for believing that eventually there will be developed a perfected combination of various of the schemes and techniques which are now under highly skilled study and experimentation.

But fortunately for purposes of meeting the immediate necessities of both the theatre and the producer it is not going to be required that the business world of motion pictures sit back with folded hands awaiting some promised day when the scientists and technicians will come up with their finally perfected devices.

Happily, there is to be an interim period—or perhaps several of them—during which pictures with new elements of power and challenge will be ready for the theatres and for a public with a re-awakened interest in theatrical entertainment. Such pictures are not in any blueprint stage. There are now several of them in work and due for completion within the next several weeks.

THESE pictures will not be specimens of the full, new power and effectiveness toward which the motion picture is headed, but if portions of some of them which have lately been viewed here prove to be a fair indication of what the completed pictures will be there will be no need for apology or alibi. They are startling and impressive. They reveal the possibilities of dramatic realism and effectiveness never previously within the range of motion pictures in the conventional format which, incidentally it should be noted, has virtually remained unchanged, with the exception of sound and color, since its earliest days.

The introduction of depth and perspective in motion pictures is in no true sense merely the adding of a novelty gimmick. The true, realistic living picture is one with depth and perspective. The public came arbitrarily to assume depth and perspective on the screen. But any such arbitrary assumption falls far short of the real thing in its ultimate satisfactions. The new pictures will have the real thing. In the early future they will also communicate sound and the spoken word to the audience in a manner that will be true and real—a long step from the conventional method under which the patron's imagination must compensate for inadequacies in sound transmission.

And—very importantly—the screen image will break out of the confining straightjacket in dimensions and proportions in which it has for so long been held.

It is a bright and inspiring horizon that faces the industry. It will not, of course, be conquered without compensatory headaches and heartaches. But the great good news is that the motion picture is again on the march, with the helping hand of technology coming to the aid of the entertainment prowess which it already possesses—bringing it to a still more commanding position in the preferences of the amusement-seeking public the whole world over.

Settles Savoya Suit

A suit brought by Savoya Films of Italy against Vanguard Films and Selznick Releasing Organization was settled out of court here for $12,500.

The suit involved the exclusive services held by Savoya on actress Alida Valli. Savoya relinguished its rights to the defendants in return for free distribution in Italy of two pictures produced by Vanguard, which were not delivered as allegedly promised.

Injunction

(*Continued from page* 1)

hear arguments for injunctive relief. The judge told the jury that if they found the theatres to be in substantial competition, they should bring in a verdict for the defendants. However, Monroe Stein, counsel for the plaintiffs, said that even if there were competition, this should not place the Luxor in an inferior position.

Defendants in the suit were Skouras Theatres, 20th Century-Fox, RKO Radio, Warner Brothers and Universal.

Equity Wage Scale

(*Continued from page* 1)

most of the stumbling blocks in telecasting the musical have been passed.

Previous Equity wage proposals, based in part on a percentage of the box-office gross, have been found to be unsatisfactory by theatre TV interests.

Jessel Signs

(*Continued from page* 1)

and talent. The deal will permit Jessel to continue his motion picture work. In addition to his exclusive services as a performer and producer in radio and TV for ABC, Jessel also will represent the network as a "goodwill ambassador" at public and private functions.

Rowley, Short to Head Texas Drive

DALLAS, March 5.—The executive board of the Texas Council of Motion Picture Organizations has appointed John Rowley, vice-president of Rowley United Theatres, and Paul Short, division manager for National Screen Service, as co-chairmen of the 1953 Red Cross drive for the industry in this area.

Rowley and Short will maintain headquarters during the campaign in the Texas COMPO offices. A special Red Cross luncheon has been arranged for the executives of exhibition, distribution and allied industries to be held at the Town and Country Restaurant here on Monday.

Kill N.M. Bill to Outlaw Bank Night

SANTE FE, March 5.—New Mexico's House of Representatives has killed a bill which would have outlawed "bank nights" in theatres.

A present law permitting bank nights was recently termed unconstitutional by a state attorney general's ruling on the grounds that it discriminates against theatres built since the law went into effect. However, the statute continues in effect until tested in court.

'Decameron' Ruled U.K. Quota Picture

LONDON, March 5.—The Board of Trade, following submission of further information concerning the production background of "Decameron," has granted the picture a British quota certificate. Previously, the Board had held that the picture had insufficient British sponsorship to qualify as a quota production.

'Hans' Across



'Hans' Sockeroo Seattle

Terrific total
leads town

'Hans' Gigantic Frisco

Unheard-of business
at Stagedoor

'Hans' Bests 'Best Yrs.' In Denver

Miracle opening tees
off record run

'Hans', 9th, L. A. Nifty

Upbeat sensation
at Beverly Hills (9th wk.)
and Palace (5th wk.)

SAMUEL GOLDWYN

presents

Hans Christian

starring **Danny Kaye**

The Country...!

'Hans' Boffo Buffalo

Pacing field
by big margin

'Hans' Happy In 9th, Hub

Holdover sensation
at Astor, Boston

'Hans', 2nd, Wows Chi

Great in holdover
at Oriental, Chicago

'Hans' B'way 13th Wk. Smash

13th session tops previous
socko 6 wks. in day-date
Criterion, Paris, N. Y. run

'Hans' Huge Pittsburgh

Off with a bang
at the Fulton

'Hans', 3rd, Thrills Philly

3rd wk. terrific
following smash 2nd

'Hans' D. C. Smash

Socko start at
Metropolitan

Hans' N. Orleans Knockout

Sizzling 2nd wk. after
whopping opener

'Hans' Miami 10 Wk. Mop-Up

No let-up in torrid take

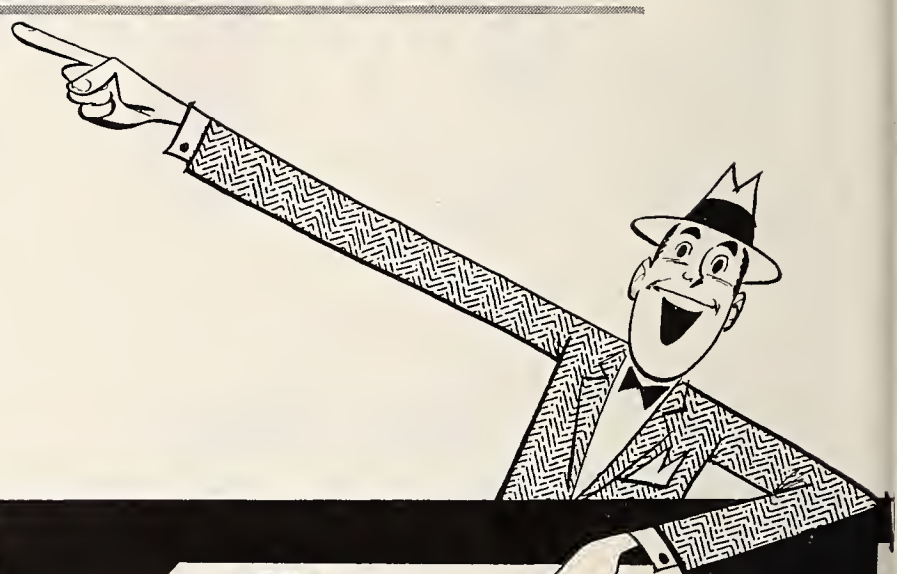
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20TH BACKS YOU WITH THE GREATEST TV PROMOTION IN MOVIE HISTORY!



LONG RANGE! Starting Sunday, March 8th, and every month for two solid years!

PRE-SELLING! Ed Sullivan's "Toast of the Town," top-rated CBS-TV show, each month will feature a forthcoming 20th Century-Fox production as an outstanding picture of the month, previewing highlight scenes running up to six minutes!

3-WAY EXPLOITATION! Lincoln-Mercury dealers and CBS-TV stations and affiliates everywhere are all set to cooperate with you in every phase of local merchandising. Contact them now!

LET "T.O.T." WORK FOR YOU! Plan and purchase spots just before and after "Toast of the Town" to sell your own playdate!

(Note: Kinescope cities follow "live" telecast within two weeks.)



Here are the first three!

MARCH 8TH

DESTINATION GOBI

Technicolor

MARCH 29TH

CALL ME MADAM

Technicolor

APRIL 5TH

THE PRESIDENT'S LADY

...and these are only the beginning!

There's No Showmanship Like 20th Century-Fox Showmanship!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 45 NEW YORK, U.S.A., MONDAY, MARCH 9, 1953 TEN CENTS

Tradewise . . .

By SHERWIN KANE

OBVIOUSLY bewildered over the recent market strength shown by motion picture and theatre shares, in contrast to the simultaneous softness in television stocks, was E. F. Hutton & Company's Gerald Loeb. Financial writers reported Loeb as telling his "circle": "Buying movies on stereo prospects and selling TV for lack of them in my opinion has just about no basis whatsoever. As far as I know it is yet to be demonstrated that anyone would ever go to a so-called stereo movie twice."

Until the public gives the answer, Loeb, like anyone else who may be inclined to doubt that 3-D will usher in a new economic era for the motion picture and for theatres, is entitled to his dissenting opinion. However, if he was quoted correctly, his would appear to be based on either misinformation or lack of any information.

Only one 3-D feature is being exhibited currently. Only two other experimental "stereo" programs, both consisting of short subjects, are available to the pub-

(*Continued on page 2*)

Senate Probe Unit Starts Distributor Talks Next Week

WASHINGTON, March 8. — Senate Small Business Committee investigators expect to start talking to distributors in New York next week, a staff member said over the week-end.

This will be the first time they get the home office viewpoint. So far, their talks with distribution officials have been in local areas around the country. Moreover, most of their talks so far have been with exhibitor leaders, getting the theatre owners' viewpoint.

William D. Amis, who has been

(*Continued on page 4*)

Rep. Sales Managers Honored by Drive

Republic's five sales managers are currently being honored by a sales managers' drive to run during March and April, with prizes to be awarded to winning branch managers, salesmen and bookers.

The Atlanta, Charlotte, Dallas,

(*Continued on page 4*)

Johnston Says U.S. Films Do Good Abroad

By J. A. OTTEN

WASHINGTON, March 8. — Eric Johnston, president of the Motion Picture Association of America, assured a worried Senate Foreign Relations subcommittee that film producers are doing their best to give foreign countries a good impression of the United States in the pictures they send abroad.



Eric Johnston

"We recognize our responsibility," Johnston declared, "and we are trying in general to do an effective

(*Continued on page 4*)

MPA Again Offers State Dep't Mobile Units for Overseas

WASHINGTON, March 8. — Motion picture companies would like to renew an offer, first made in 1950 and turned down at that time, to set up mobile film units and supply Hollywood features for the State Department's Overseas Information program, according to Motion Picture Association president Eric Johnston.

Testifying Friday before a Senate Foreign Relations subcommittee, Johnston said that in 1950 MPAA member companies offered to provide mobile units for Turkey and Siam as an experiment. If it was successful there, Johnston said, they proposed to

(*Continued on page 4*)

$\$\frac{1}{2}$-Million to RKO From 25 'Pan' Runs

Net rentals to RKO Radio on the first 25 engagements of "Peter Pan" are in excess of $500,000, it was learned here at the weekend. On this basis, the Walt Disney feature potentially could remit a $1,000,000 net to the distributor on 50 dates. It is estimated that RKO's share from the Roxy Theatre engagement here will

(*Continued on page 4*)

42% of Film Revenue From Overseas in '52

Washington, March 8.— Forty-two per cent of the film industry's dollar revenue in 1952 came from outside the United States, Motion Picture Association President Eric A. Johnston declared at the weekend. He told a Senate Foreign Relations sub-committee that approximately 70 per cent of the playing time on screens all over the world is filled by Hollywood pictures, and that 200,000,000 people a week outside the U. S. see American pictures.

Lichtman Sees New Era in TV Tieup

A new era of cooperation between motion pictures and television was predicted at the weekend here by Al Lichtman, director of distribution of 20th Century-Fox, as the result of his company's tie-up with the CBS Ed Sullivan "Toast of the Town" TV show. The first program of the two-year agreement was telecast last night.

Lichtman termed the agreement "a great boon to both television viewers and motion picture audiences who now can share the accomplishments of both media." Under the agreement, 20th Century-Fox productions will be highlighted in advance of release by the showing of dramatic or production highlights on the Sullivan show.

Lichtman cited Sullivan as one "who has always shown unusual in-

(*Continued on page 6*)

RKO Will Release Lesser's 3-D Film

HOLLYWOOD, March 8.—J. R. Grainger, president of RKO Radio, and Sol Lesser, president of Sol Lesser Productions, today jointly announced here that RKO will distribute Lesser's new third dimensional film entitled "The 3-D Follies."

May 1 will be the release date of the 3-D fiilm, Grainger announced. It will be RKO's first third dimensional film, and is also said to be the first musical film to be made in stereoscopy in the history of the motion picture industry. The process is known as Stereo-Cine, and was developed by Rafael G. Wolff.

"The 3-D Follies" is in Eastman color, and is a full-length feature running approximately 90 minutes.

Reaction Mixed To Draw of 3-D Fight Picture

Novelty Aspect Weighed Against Home TV Factor

By MURRAY HOROWITZ

The planned three-dimensional filming of the Rocky Marciano-Jersey Joe Walcott heavyweight championship bout has created quite a stir among top circuit executives, with expressions running hot and heavy on the film's box-office value. Although reactions to United Artists' announcements were mixed, nearly every exhibitor canvassed felt strongly about the subject.

A United Paramount Theatres executive highlighted the novelty aspect of the first fight film to be seen in 3-D. If the price is fair, he added, the film may be booked at the New York Paramount, running concurrently with "The House of Wax," the 3-D Warner Brothers

(*Continued on page 5*)

3-D Future May Rest On First 3 Films, Observers Believe

By AL STEEN

The future of tri-dimensional pictures may rise or fall with the release of the first trio of 3-D features scheduled for initial showings this spring, according to some trade observers. The industry will watch with vital interest the public reaction to Warner Brothers' "House of Wax," Columbia's "Fort Ti" and Paramount's "Sangaree," it was said.

It is believed by some that if these initial features draw as strongly as United Artists'

(*Continued on page 5*)

New Stereophonic Sound from RCA

CAMDEN, N. J., March 8.—Stereophonic sound reproduction to accompany any type of 3-D motion picture presentation will be made available by a series of theatre sound systems just developed by RCA Victor.

Engineering development on the new

(*Continued on page 5*)

Personal Mention

RICHARD F. WALSH, IATSE president, is scheduled to return to New York tomorrow or Wednesday from Las Vegas.

•

HOPE KRAMER, daughter of ABE KRAMER, executive with the Association Circuit in Cleveland, and an actress in several major studio films, was married in Miami Beach to EDWARD GROPPER of New York.

•

ARTHUR C. BROMBERG, president of Monogram Southern Exchanges, Atlanta, has returned there from Mobile, Ala.

•

ED CUTLER, RKO Radio booker who resigned several months ago to move to Florida, is back in Cleveland with the company again.

•

GEORGE L. CARRINGTON, head of Altec Lansing and of Altec Service Corp., is in New York from Hollywood. He will return there on Friday.

•

EUGENE B. GOULD, vice-president of Foreign Service Film Co., has arrived here from Hollywood.

•

MORRIS DAVIS, M-G-M managing director for South Africa, is in New York.

•

ALFRED STARR, TOA president, is due here today from Nashville en route to Europe.

Beottcher, O'Brien Fill Isaac Post

William Beottcher and M. D. O'Brien are filling the post vacated by Lester Isaac, former Loew's director of projection and sound, it was reported here at the weekend. Beottcher and O'Brien were assistants to Isaac and no successor to the vacated post has been named.

Isaac left Loew's to join Cinerama Productions, Inc., as assistant general manager of theatre operations in charge of all technical services, starting today.

Holdovers in Key Spots for 'Wac'

RKO Radio reports that "Never Wave at a Wac's" grosses have resulted in holdovers in Los Angeles, San Francisco, Atlanta, Baltimore, Washington, Wilmington, Salt Lake City, Richmond, Philadelphia, Miami, Miami Beach, Birmingham, Oklahoma City and Seattle.

Additional openings are set for Minneapolis and St. Paul on Wednesday; Toronto on Friday, and Boston and Syracuse on March 18.

Eugene Lowe Again Albany Loge Head

ALBANY, N. Y., March 8.—Eugene Lowe of Universal-International has been reelected president of the Albany Loge of the Colosseum of Motion Picture Salesmen. Other officers are: Howard Smith, Paramount, vice-president; Harvey Appell, Columbia, secretary-treasurer, and Fred G. Slither, 20th Century-Fox, sergeant-at-arms.

Mass. Court Enjoins 2 Men in Booth Rule

Boston, March 8.—An injunction restraining the local projectionists union from requiring exhibitors to employ two men in a booth was granted on Friday by Supreme Court Judge Donahue. Signing of the injunction followed an earlier finding of the court against the two men in a booth requirement.

The union has indicated its intention to take an immediate appeal but, meanwhile, Massachusetts theatres will be free to have only one operator instead of two in their booths.

$2,550,000 Trust Suit Filed by Leff

An anti-trust suit asking for $2,550,000 in triple damages has been filed in Federal Court here by Leff Theatres, Inc., operating the Freeman Theatre in The Bronx, against the eight major companies, United Paramount Theatres, Metropolitan Playhouses and Skouras Theatres. The plaintiffs charge that the distributors discriminate against the Freeman in favor of RKO, Loew's and Skouras theatres in granting first neighborhood run.

The Freeman belonged to Loew's before 1934 and played first neighborhood run. According to the complaint, when the Freeman, which later passed to Leff, sought an earlier run, the management was told that it would have to get the consent of Loew's. It is claimed that Loew's urged Leff to buy the Boston Road Theatre which would enable the operators to get a better run. Leff bought the Boston Road but still allegedly could not get first neighborhood run.

The plaintiffs assert that the Freeman is not in direct competition with other theatres.

Marlon Brando Wins British 'Oscar'

LONDON, March 8.—Marlon Brando was named the best foreign actor of 1952 for his performance in "Viva Zapata" in "Oscar" ceremonies held here by the British Film Academy.

In other awards, "Breaking the Sound Barrier" was named the best British picture of 1952 and the best film made anywhere; Sir Ralph Richardson was elected top British actor for his role in the winning film; Vivien Leigh was voted the best British actress for her performance in "A Streetcar Named Desire," and Claire Bloom, who co-starred with Charles Chaplin in "Limelight," was picked as the most promising newcomer.

Tradewise...

(*Continued from page* 1)

lic—one of them, Cinerama's limited to a single theatre.

When, in the coming months, the public will have a choice of well-made 3-D films in theatres, and not before, will there be a chance to determine whether the public will "go to a so-called stereo movie twice." Public response to date to the 3-D programs now available definitely indicates that it not only will go twice but countless times.

Loeb's statement coming at this stage of the 3-D development might be likened to a prophecy of doom for newspaper publishing on the grounds that it has not been demonstrated that the public will buy yesterday's paper. It completely overlooks the fact that a new issue of stereo films is not yet on the stands.

• •

Now come rumblings of exhibitor ire against "ivory tower" newspaper film critics in, of all places, Omaha, Nebraska.

Calm yourselves, gentlemen. If those reviewers continue to bother you, you need do only what the public does—turn the page without reading them.

Enter Censorship Bill in Delaware

DOVER, Del., March 8.—Censorship of motion pictures and sterescopic slides shown in public places in Delaware would be established by a State Senate bill introduced at the weekend by Senator John M. Longbotham (R-Milford). The bill would set up a three-member board of censors to pass on the morality and propriety of films and slides. The law is aimed at pictures which are "sacreligious, obscene, indecent or immoral or such that tend in the judgment of the board to debase or corrupt morals." Newsreels would require that films be certified by the board before their showing.

WB District Heads Return to the Field

Warner Brothers district managers returned over the weekend to their respective headquarters following a two-day meeting at the home office held by Ben Kalmenson, vice-president in charge of distribution. The company's product for spring and summer highlighted the confabs.

District managers will hold local meetings of branch managers and salesmen in their territories.

Cinema Circuit Robbed

Max Cohen's Cinema Circuit Corp. here was robbed of $4,300, representing receipts of the Harris, Anco and New Amsterdam theatres, all on 42nd Street, when employes Jose Cuadra and Eugene Lesser, manager of the corporation, were held up as they were making a night bank deposit.

Newsreels Plan Stalin Coverage

American newsreel companies are working on plans to cover Stalin's funeral and subsequent events in the Soviet Union.

A spokesman for one newsreel company said a visa application may be made here or abroad for pooled camera representatives to go to Moscow to film the historic scenes. The cameramen, it was explained, would be sent from the Continent. It may be decided, however, to depend on official Soviet filming of the event, if American cameramen are barred.

Zukor Honor Guest At Astoria Studio

Adolph Zukor, Paramount board chairman now celebrating 50 years in the motion picture busiess, this afternoon will return to the scene of his early triumphs—the former Paramount Studio in Astoria, L. I., which has been operated as the Army Signal Corps Photographic Center since March 9, 1942.

Zukor will be the guest of honor at the unveiling of new murals depicting the history of the Astoria studio, which Paramount built in 1921. This ceremony, to take place in the officers club, will be attended by many veteran cameramen, stage hands and other Army civilian employes who got their start in the film business working for Paramount in the studio.

Col. Wallace W. Lindsay, commanding officer of the Photographic Center, will greet Zukor in the same office that the latter occupied during Paramount's period of operation.

Mexican Night at Tent 35, March 18

A Mexican "fiesta night" to acquaint Variety Club members with some of the attractions that may be encountered should they attend the Variety International annual convention in Mexico City, May 18-21, will be held at Tent 35's clubrooms in the Piccadilly Hotel here Wednesday, March 18.

Free to members, the evening will offer refreshments, entertainment and souvenirs in Mexican style, in addition to screening of a scenic film on Mexico City and Acapulco.

Davies Into C.E.A. Presidency Tuesday

LONDON, March 8.—John W. Davies, London exhibitor, will become president of the Cinematograph Exhibitors Association at the annual meeting to be held here Tuesday. Claude H. Whincup becomes vice-president with succession rights to the presidency a year hence. Whincup operates 14 theatres in the Leeds area. Edward J. Hinge continues as the association's treasurer.

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"Light housekeeping . . . a necessity"

Obvious to everyone may be the fact that not enough light is getting to the screen; or that the sound system is not functioning properly.
The reasons, however, may be varied—equipment failure, inadequate housekeeping, or a drop in power output.
Aid in this type of trouble-shooting may be obtained from the Eastman Technical Service for Motion Picture Film which Kodak maintains at strategic centers to cooperate with producers, processors, and exchanges and exhibitors.



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In the THEATRE Equipment World . . .

. . *with RAY GALLO*

NEW drive-in replacement speakers, one four inches square and the other 5 and one-quarter inches square, have been placed on the market by Permoflux Corp., of Chicago and Glendale, Cal. The speakers have a voice coil gap that is larger than usual, designed, the company explains, "to prevent rubbing of the voice coil, a causc of many speaker failures." Metal parts of the speakers have been given a dichromate treatment designed to prevent corrosion. A special cork gasket is used instead of the ordinary water absorbent paper type to prevent warping of the cone due to swelling and buckling of the gasket. The cone is water- and fungus-proof.

•

A new coin changer, featuring a hidden storage box and a top tray, both removable, has been announced by the Metal Products Engineering, Inc., Los Angeles. "The M. P. Jr. Coin Changer" (shown herewith) has an aluminum body with a gray hammertone finish. Its dimensions are 8 x 10 x 6¼ inches, and it weighs nine pounds. Capacity of the changer and top tray combined is $125 from one cent to 50 cents. There is utility space in the top tray, and a special slot to hold 10 silver dollars. Also manufactured by the company is a base attachment for the changer, which converts it into the roll-out type. The sole theatre distributor is Norpat Sales, Inc., New York.



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Magazines of 24-inch diameter for third dimensional projection have been developed by Edward H. Wolk, Chicago, to be distributed through authorized theatre equipment dealers for delivery in late April. Holding 5,000 *feet of film the magazines have steel bodies and covers of extra strength to absorb the additional film weight, with dimensions ample enough to prevent the reels from rubbing against the walls.*

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New pre-fabricated and pre-finished panels for ceilings and walls in commercial interiors have been developed by Marsh Wall Products, Inc., Dover, Ohio, manufacturers of Marlite plastic-finished wallpanels. Known as "Korelock," the panels are constructed with an interlocking wood core between two sheets of Masonlite Duolux. The face of the panel has the baked Marlite finish and the back is sealed and baked. The wood core provides a tongue and groove design for concealed fastening. Panel sizes available are 24-x-48 and 24-x-96 inches, and they are manufactured in cream and white in a satin semi-lustre and in distinctive wood patterns.

U.S. Films Do Good Abroad

(*Continued from page* 1)

job." Although the committee is investigating the effectiveness of the State Department's overseas information program, most of Friday's hearings dealt with the effect that Hollywood films are having overseas. Chairman Hickenlooper (R., Iowa) said the sub-committee had received reports and letters from observers who felt that in some instances Hollywood films are "damaging" the government's program.

Johnston's denial of this charge was corroborated by another witness Friday, George Weltner, chairman of the foreign managers committee of the Motion Picture Export Association and president of Paramount International Films. Weltner declared, "We know we have a problem and we really work at it."

Quoting from letters coming from observers in Indonesia, Germany and the Philippines, Hickenlooper pulled out such statements as, "One American movie that is very popular takes the bottom out of our program for a while." Another observer wrote, Hickenlooper said, "There is no sense in setting up a United States Information Service at great cost only to have it undermined by commercial pictures." He also quoted a group of German officials who saw "a serious, immediate threat" to their culture from Hollywood pictures and cited their bad effect on the youth of the country.

Johnston answered by saying that for every letter Hickenlooper produced decrying American films he could produce 20 lauding them. He quoted former Ambassador to Italy James Dunn as saying that "the single most important thing combatting Communism in Italy" was "Ninotchka." Many times, he went on, the people who write letters attacking pictures haven't seen the picture.

It's very difficult, Johnston continued, to decide what kind of picture should be sent to what area, and asked, "Who is wise enough to make that dccision?"

The great majority of our pictures, he declared, are extremely effective abroad. Committee members agreed with him when he called Hollywood pictures "the greatest arm" of the U.S. information program abroad.

"Our strength is in our lack of propaganda," he said. "Pictures that are all sweetness and light mean propaganda in foreign countries," he went on. "Our greatest strength is in our ability to criticize ourselves and in our being able to correct what we're criticizing. The great majority of our pictures have been extremely effective abroad except in isolated instaces." Hc estimated that in the past seven or eight years the industry has turned out some 3,000 pictures, of which the committee had received letters "singling out a few."

Hickenlooper mentioned "tendencies" in pictures which had been called to his attention. He cited pictures with undue amounts of violence and "luxury" pictures which, he said, gave the impression that everyone in America led a "push-button life."

In reply, Johnston said that MPAA companies had carefully surveyed their output and found that only three per cent of their pictures were "luxury" films and only 15 per cent contained "some kind of violence."

Senator Gillette (D., Iowa) told Johnston he didn't want it thought that "this is an inquisition and that this committee is bringing charges against" the industry. "But," he added, "you do make mistakes in judgment."

Johnston agreed and Gillette asked what could be done to protect pictures from mistakes in judgment.

Johnston explained that one MPAA official devotes all his time to working with pictures which will be sent to the foreign market, seeing that they contain nothing objectionable. In addition, he said, each company has a foreign specialist who goes over his company's product with the same view.

All this is done, Johnston said, before the completed negative of the picture is made.

He also pointed to the Production Code, as a guarantee that certain limitations will be maintained. All pictures made in this country adhere to the code, he said.

Johnston said the industry had a "conscious desire" to help United States in the pictures it sent overseas. "With our conscious desire," he went on, "I think we do a more effective job overseas than any other information medium."

MPAA Offers

(*Continued from page* 1)

extend it to other areas. The Department turned down the offer, Johnston stated.

He told the committee that MPAA now would like to renew the offer to the Department.

As outlined by Johnston, the plan submitted to the Department called for member companies to purchase mobile units equipped for motion picture projection and turn these over to the information service. The companies also offered to "open their whole library" to the Department so that the Department could select the feature pictures which would, in its estimation, be best suited for the areas where the mobile units would operate.

In the brochure submitted to the Department, the companies also proposed that a small admission fee be charged, Johnston said. This was because they believed that "if people don't have to pay for a picture they will think it's propaganda," according to the MPAA president.

The money coming in from admissions would go toward paying back the cost of the equipment to the companies, Johnston said, and any deficit remaining would be made up by the State Department.

'Pan' Gross

(*Continued from page* 1)

be three times greater than it has been on any other Disney production playing first-run in New York.

While it is too early to estimate a world gross on "Peter Pan," it is reported that the Disney organization has hopes of equalling or exceeding Cecil B. DeMille's "Greatest Show on Earth" gross, which is bordering on thc $12,000,000 mark. In any event, Disney and RKO executives are certain that "Pan" will gross at least $7,500,000 on its first time around.

'Pan' Pulls $10,000 In Candy Sales

Cleveland, March 8. — The RKO Palace here, during the first week of Walt Disney's "Peter Pan," did a concession business of $10,000, equal to an average week's box-office gross. The picture drew $45,500, establishing a Cleveland record.

Distributor Talks

(*Continued from page* 1)

handling much of the committee's investigation into exhibitor complaints to date, said that either he or committee counsel Charles M. Noone—or possibly both—would talk to New York distributors during the week of March 15.

It was also learned that the committee has received requests to investigate local trade situations from the North Central Allied Independent Theatre Owners and from Allied's Eastern Pennsylvania unit, Amis said. North Central Allied's request was sent to Minnesota Senators Humphrey and Thye; Pennsylvania's to Senator Duff. All three senators are members of the committee and turned the letters over to the staff.

Amis said staff investigators would go to Pennsylvania and Minnesota to talk to the Allied units, or, if that isn't possible in view of the wide geographical area which the investigation is covering, ask representatives of the units to come here for the hearings scheduled to open late in April.

Rep. Sales Managers

(*Continued from page* 1)

Memphis, New Orleans, Oklahoma City and Tampa branches are competing for honors in the Southern district headed by sales manager Walter L. Titus, Jr.

Sales manager Paul Webster is being honored by the Chicago, Des Moines, Kansas City, Milwaukee, Minneapolis, Omaha and St. Louis branches in his Midwestern district.

The Eastern district, which is saluting sales manager John P. Curtin, includes the Albany, Boston, Buffalo, Cleveland, Detroit and New Haven branches.

Sales manager Francis Bateman is being honored by branches in his Western district, embracing Seattle, Salt Lake City, San Francisco, Denver, Portland and Los Angeles.

Sales manager James V. O'Gara is being saluted by the Cincinnati, Indianapolis, New York, Philadelphia, Pittsburgh and Washington branches in his Metropolitan district.

FP-C Stock Rises on News of 3-D Interest

TORONTO, March 8.—From a 1953 low of $18.25 the common stock of Famous Players-Canadian Corp. has advanced to $20.50 in trading on the floor of the Toronto and Montreal exchanges on mounting interest in three-dimensional developments and the prospect of an excellent 1952 financial report for the annual meeting at the end of the month.

A regular 35-cent dividend has been declared for the first quarter of 1953, payable March 27, compared with the 25-cent rate that prevailed for several years.

Fight Film

(*Continued from page* 1)

production, which has been booked for the period covering the April 10 fight date.

Negative viewpoints, mainly centering on the fact that the fight will be seen nationally on home television, were expressed by other circuit executives. They argued that once it is seen on home television, there would not be much incentive to see the same fight in theatres, despite the 3-D factor. It was also pointed out by those lukewarm to the idea that extra costs would be involved in supplying polarizing spectacles, which might mean advanced admission prices in some situations.

In between the extreme viewpoints was the prediction that booking the film would be a big gamble. One circuit executive said "it all depends on the filming. The patron may find with the use of 3-D, he'll have one of the fighters knocked in his lap." He said the idea was most unusual and the only way to test its effect on the public is to show it. Another circuit topper acknowledged that he was "nervous" about booking the film because of its availability on home TV, but said it was an "interesting" idea which has to be proven.

Meanwhile, a top UA executive detailed plans for filming, selling and distributing the picture, which will be filmed in the Stereo-Cine process. In order to obtain an interesting, entertaining picture no matter how long the bout lasts, cameramen will be dispatched to the training camps of each fighter prior to the bout. There, being in absolute control of the staging, novel shots for 3-D will be taken, it was explained. It will take at least three days following the fight before prints will be available for distribution. This time-table, it was pointed out, would make the prints available to theatres in the New York area on the Monday following the April 10 fight date. National distribution would be effected within days afterwards, it was added.

Contract commitments from theatres will be required prior to the bout, which will take place in the Chicago Stadium. The film will be sold on a percentage basis, with guarantees sought in some situations. As to the Polaroid spectacles, the same pricing policy as that evolved for "Bwana Devil," another UA release, will be pursued. For the spectacles, theatres will be charged 10 cents per pair, with the cost being deducted from the gross before the percentage is calculated.

A UA spokesman declined to be drawn out on the advanced admissions question, saying that was a question for each theatre to decide. UA, he added, has been assured of a proper supply of Polaroid glasses.

The UA executive said that initial reaction to the project has been very good. He maintained that the 3-D film will "overwhelm" the version seen on home TV sets, dwarfing it not only in size but in "reality." Film fans will have "better than ringside seats," he claimed, and "the picture—the first 3-D fight film—will live as a short subject."

Among the factors delaying the processing of prints, it was explained, are that two prints will be required. The prints will have to be matched and carefully edited. Prints for a conventional fight film are usually processed in a day.

By April 10, the date of the fight, approximately 400 theatres are expected to be equipped for presentation of 3-D films.

350 Houses to Be Set for Natural Vision by April 1

HOLLYWOOD, March 8.—The Natural Vision Theatre Equipment Corp. has equipped 110 theatres to date for three dimensional exhibition and will have equipped 240 additional theatres by the end of this month, the company disclosed. Partial equipment has been supplied to "hundreds more throughout this country and abroad," the company said.

Meanwhile, Natural Vision, under the supervision of Vera Berch Gunzburg, is expanding its staff and space to meet worldwide demands. In recent weeks, shipments have been made to theatre supply houses and circuits in Canada, England, Italy, France, Singapore, Capetown and Melbourne. The shipments are for bookings either of United Artists' "Bwana Devil" or Warner Brothers' "House of Wax."

Altec Service Corp. will install the equipment for the showing of "House of Wax" at the New York Paramount Theatre.

3-D Equipment to Virginia Drive-in

Although the adaptability of tri-dimensional films to drive-in theatres has not been determined, Walter Saunders' Park Drive-in Theatre in Petersburg, Va., has ordered 3-D equipment, according to RCA. The Park is reported to be the first drive-in to order three-dimensional equipment, which includes Selsyn motor hook-up, RCA water-cooled Brite-Arc lamps and generators.

The Park is a 500-car drive-in. Elmer H. Brient and Sons, Washington RCA dealer, is supplying the equipment.

3-D Future

(*Continued from page* 1)

"Bwana Devil," then the tri-dimensional era in the industry will be launched formally and officially. "Bwana Devil," it is said, has been the "novelty guinea pig" and the big test will be whether the public will want to continue to see depth presentations.

Some observers point out that entertainment quality will be the guiding factor, not the novelty of seeing pictures in three dimensions. If the pictures are good, the public will lose some of its current resentment to wearing polarized viewers. The success of the initial three 3-D features is expected to be the signal for a full-scale plunge into the new medium by those independent producers who have been holding back on production until public acceptance has been determined. One distribution executive here said he knew of seven independent producers who have postponed the start of new pictures until the 3-D issue has been decided one way or the other.

Stereophonic Sound

(*Continued from page* 1)

equipment has been completed and it is now in the early stages of production in the RCA Engineering Products plant here.

The announcement by Barton Kreuzer, manager of the company's theatre and industrial marketing division, followed a preview and demonstration of initial models of the new equipment, presented for a group of company executives by RCA sound engineers under the supervision of J. E. Volkmann, manager of commercial sound engineering.

Rotus Harvey Warns Against 3-D Jitters

SAN FRANCISCO, March 8.—"Don't get the 3-D jitters," that's the advice Rotus Harvey is giving exhibitors through his column in *The Exhibitors' Digest*.

He cautioned, "There are only two programs available to run. The owners of the programs, quite naturally, are interested in the big money, which means that only larger theatres can get them now. Also, there are only a few prints of the pictures; there is a shortage of glasses and, it is even doubtful if there is enough equipment to meet the demands of even the larger houses. All this adds up to the fact there is no need to get excited so early and break out in a 3-D rash. While it is true there are several pictures in production, with others scheduled to roll soon, they won't be released for several months. Then, it is my guess, they will be pre-released and roadshown, which would preclude the average exhibitor from running early. I believe it will be 1954 before many pictures will be available to all theatres."

Two Press Books For 'Sangaree'

Two sets of press books and accessories are being prepared by Paramount for "Sangaree," which is being produced in both three dimensional and conventional versions.

Theatres playing the 3-D version will receive an entirely different press book and advertising accessories from those playing the standard version. It is presumed that all companies making two versions will do likewise.

To Discuss 3-D Costs

NEW ORLEANS, March 8. — Gulf States Allied's board of directors, meeting here on March 18, will hear W. Y. DeJarnette, local Altec Service engineer, on 3-D equipment costs.

There was nothing lily-white about her!



The clinch-and-kill girl they called "THE BLUE GARDENIA"

SENSATION COMING FROM WARNER BROS.

Students Get Bids For Theatre TV

Invitations to the First Greater New York Scientific and Engineering Career Conference, slated to be theatre telecast on March 21, are being distributed now to students in New York City high schools with the cooperation and assistance of the Board of Education.

Seven theatres in New York and New Jersey are cooperating in the closed circuit one-hour program, scheduled to begin at 11:00 A.M.

Technicolor Now Active in 3-D

HOLLYWOOD, March 8.—The three-dimensional situation took on a new aspect at the weekend when the unexpected disclosure attending Hal Wallis', tests for a 3-D process to use on Martin-Lewis' "Money from Home" revealed Technicolor Corp. as an active participant.

Although disclaiming Technicolor technicians had "invented" a 3-D camera or system, president Herbert T. Kalmus confirmed that tests had been made to ascertain the practicability of using regulation Technicolor cameras for 3-D purposes and had proved satisfactory to him. Company policy so far as determined will be to furnish interested clients with two Technicolor cameras instead of one, on request, and to show them how to interconnect them to obtain prints for 3-D purposes. An official statement on this and several other matters will be issued by Technicolor on Tuesday.

Sees New Era

(*Continued from page* 1)

terest and enthusiasm in Hollywood's wares and has made important use of motion picture and film personalities in shaping his programs."

Predicting increased cooperation between television and motion pictures for the greater benefit of both, Lichtman called attention to the fact that the highlights from the 20th Century-Fox pictures to be shown will be complete sequences up to six minutes in length chosen as most representative of the picture.

The film sequence last night was from "Destination Gobi."

David Lake Dies; MGM Australia Head

Word has been received in New York by M-G-M via telephone from Australia that David Lake, general sales manager there, died Wednesday, March 4, in Sydney. He had been associated with M-G-M for many years. Survivors are the widow, Hannah, two sons and a daughter.

Book Coronation Film

"Coronation Ceremony," a British Information Services documentary giving a short history of the coronation and showing the ritual as it will take place on June 2 in London has been booked for a dual premiere here at the Beekman and Art theatres of the Rugoff and Becker circuit.

Television--Radio

with Pinky Herman

THE audience-participation quiz not only has proven lucrative to thousands of individuals but is highly entertaining to audiences, studio or home. However, there are thousands of hospitalized war vets, whose needs are many and who cannot possibly appear on nor vie for the many prizes. Prompted by this thought, producers Wilbur Stark and Jerry Layton have come up with a fine package, "Win for Him," which will invite relatives or friends of these veterans to come to New York, participate as "stand-ins" in the quiz and win prizes for these vets. Program, with Jack Lescoulie as emcee, auditioned for ABC and with so noble a purpose, how can it miss? . . . Stefan Hatos will produce-direct the CBS-TV series, "There's One in Every Family," which moved West and starting today, originates at TV City in Hollywood. . . . TV's new triple-threat lad is Bob Quigley, whose WPIXilated "Shenanigans" features the writer-actor as "Slick Trick Quigley, Private Eye." Bob is also the popular Good Humor Man and will soon make his debut as "The Shell (oil) Dealer."

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Talented Eugenie Baird not only spins 'em ("On and Off the Record"), WOR-Mutual every nite from 9:30 to 10:00 P.M., but she's a recording artist herself. Vocalist's latest four sides, featured on Vinrob Records, are, "Say Si Si," "Hootin' Holler," "Be Good to Yourself" and "Why Should I Want You?" . . . Did anyone ever refer to ex-Vice-President Barkley as the "TVeep?" . . . The Broadway premiere tomorrow nite of Rosemary Clooney's first starring flicker for Paramount, "The Stars Are Singing," at the Astor Theatre, will seem like one of the old time Music Festivals. The luminaries of stage, screen, TV and radio will be outnumbered by an army of recording (especially Columbia) execs, music publishers, ork pilots and songwriters, paying tribute to a great personality and voice to match.

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GO EAST, YOUNG MAN—Three years ago, the president of the Dayton (Ohio) Rubber Co. advised his ex-newsboy, ambitious to make his mark in TV, to head for New York. Next Tuesday at 10 P.M. DuMont's "Meet the Boss" program will feature A. L. Freedlander, the Dayton executive who told the youngster that "TV is cradled in N. Y." and sent him East with his blessing. The director of the program is Wesley Kenny, none other than Freedlander's ex-newsboy. . . . Mrs. Robert Ripley (Arthur Godfrey's sister) will be Art Linkletter's "House Party" guest next Monday. Mrs. Ripley produces her own KPHOuse party for children in Phoenix, Ariz. . . . BBDO has quietly been giving lots of thought to a new quiz panel show, featuring Jinx Falkenburg, H. V. Kaltenborn and Conrad Nagel with John McCaffrey moderator. . . . Ed & Pegeen Fitzgerald, one of the first (and most popular) of "Mr. & Mrs." programs, heard mornings over WJZ and afternoons on WJZ-TV, will usher in a new TV series, "Mend Your Manners," for three weeks, preceding Walter Winchel's programs, shifting to another time slot after the March 22 telecast. . . . Though all the nets are experimenting with the new Hollywood-developed Vitascope, DuMont's James L. Caddigan and Frank Bunetta are the first to have used the new "depth" technique in actual telecasts.

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DEE-JAY (walking) . . . If UI decides to world premiere its new flicker, "Moonlight Serenader" (based on the life of Glenn Miller), in Iowa, where the great Ork Pilot was born, they might do themselves proud to use the hour-long "Tribute to Glenn Miller," produced by Station KWWL (Waterloo, Iowa), Ray Starr, Bob Leonard of the local Paramount Theatre, and Bob Bender, local C. of C. exec, last Sept. . . . Bob Reed, formerly associated with Major Bowes and more recently a waxtro, is now spinning platters and his winning chatter is influencing people on WRC down in Washington. . . . Hal Tate has left WBKB in the Windy City, to give out with a daily "Tate on WAIT" disk jockey series. "Bob Horn's Bandstand," TViewed daily (2:00 to 4:45 P.M.) over WFILadelphia, boasts one of the top ratings in Quakertown. . . . Alan Saunders, D. J. at WVNJ, Newark, after a lengthy pitch on the excellence of a certain TV set, inadvertently (that's for sure) segued into Perry Como's platter of "Lies," which opens with the title (tee-hee).

ATT to File Reply With FCC on New Industry Position

The American Telephone and Telegraph Co. will file a petition with the Federal Communications Commission on the industry's "compromise solution" on allocating channels for theatre television transmission.

An A. T. & T. spokesman said here that the petition would probably be filed today or tomorrow. The spokesman declined to state what position A. T. & T. would take on the proposal made a week ago by the Motion Picture Association of America and the National Exhibitors Theatre Television Commission. The motion picture industry in its proposal said that it would give up its request for exclusive theatre TV channels and would agree to share common carrier frequencies, if a special common carrier could be set up by the industry, with FCC approval, to transmit only large-screen programs for theatres.

It was explained by an MPAA attorney that the industry is not thinking of either the American Telephone and Telegraph Co. or Western Union —major common carriers—as the common carrier which would transmit theatre television programs. The industry wants to set up its own common carrier, it was pointed out.

WB Houses Refuses To Pull 'Limelight'

MILWAUKEE, March 8.—Despite an American Legion request that the opening of "Limelight" be delayed until after the justice department completes an investigation of Chaplin, the picture will open at the Warner Theatre here on Wednesday, according to Al Kvool, zone manager for Warner. He told the Milwaukee county council of the Legion that the theatre had to fulfill its contract commitment on the picture.

Kvool stated that "Chaplin has not been convicted of anything, and no one has raised an objection against the picture itself. It does not deal with a Communist subject," he concluded.

Korea Premiere for 'Pleasure Island'

The first world premiere in Seoul, Korea, of a Hollywood motion picture will take place on March 20 when Paramount's "The Girls of Pleasure Island" will open there under the joint sponsorship of the U. S. Department of Defense and USO Camp Shows. Stars of the film will make personal appearances in connection with the Seoul and subsequent front-line showings.

The film's stars slated to fly to Korea are Don Taylor, Audrey Dalton, Joan Elan and Richard Shannon.

ATFP, Writers in New TV Film Pact

HOLLYWOOD, March 8. — The Alliance of Television Film Producers has signed a contract with the Screen Writers Guild and the three guilds representing the Authors League of America under the terms of which writers for filmed television shows will receive a minimum of $1,425 for one-hour productions, scaling down to $150 for quarter-hour shows.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 46 NEW YORK, U. S. A., TUESDAY, MARCH 10, 1953 TEN CENTS

Radically New Sound System Claimed by WB

First Installation in Paramount House Here

"Climaxing nearly 30 years of continuing research and development since their introduction of sound to the motion picture, the perfection of 'WarnerPhonic' sound, a new Warner studio-developed high fidelity sound recording and projection technique for motion pictures" is announced by Jack L. Warner, vice-president in charge of production for Warner Brothers Pictures, according to a home office statement. It said, "The new WarnerPhonic sound system gives full depth and range to match the hearing power of the human ear, never before possible from the motion picture screen."

The first picture to introduce WarnerPhonic sound will be "House of Wax," the first major studio release in three-dimensional Natural Vision and WarnerColor, also a studio development. It will have its world

(*Continued on page 5*)

NCA to D. of J. on 'Pan' Sales Policy

MINNEAPOLIS, March 9.—A request to the Department of Justice for an investigation of charges that RKO Pictures is "fixing admission prices" in the release of Walt Disney's "Peter Pan" in violation of the Federal anti-trust law will be filed as a result of a meeting of the directors of North Central Allied here today.

The directors, following up an indignation meeting of Twin Cities' ex-

(*Continued on page 5*)

100% Distribution Coverage for Astor

With the addition of two new franchise holders, Astor Pictures Corp. now has 100 per cent distribution coverage in the United States and a total of 32 franchisers, according to president R. M. Savini.

Don Swartz, head of Realart Pictures, Milwaukee, and Independent Film Exchange, Minneapolis, has entered into a franchise agreement with

(*Continued on page 5*)

1952 Ticket Tax Income Was 8½% Less Than 1951

WASHINGTON, March 9.—General admission tax collections for the 12 months reflecting business conditions in 1952 were about 8½ per cent below collections for the 12 months reflecting 1951 business, according to figures released today by the Bureau of Internal Revenue.

They showed that total collections for the period from Feb., 1952, through Jan., 1953, the 12 monthly collections reflecting business in 1952, amounted to $311,517,781, compared to $340,632,140 for the Feb., 1951 through Jan., 1952 months, reflecting 1951 business.

General admission tax collections include receipts on admissions to concerts, legitimate theatre, sports and other general spectator events as well as to motion picture theatres.

General admission tax collections for Jan., 1953, reflecting Dec., 1952 business, were $21,974,853, compared to $22,853,932 for Jan., 1952. Total admission tax collections, including roof gardens and cabaret taxes and various miscellaneous admission charges, amounted to $25,782,600 in January, compared to $26,634,691 in Jan., 1952.

Walton May Join Grainger at RKO

Edward L. Walton may become assistant to James R. Grainger, president of RKO Radio Pictures. Grainger said here yesterday that a decision on the matter would be reached in a few days.

Until Jan., 1951, Walton was assistant general sales manager of Republic Pictures. He resigned to acquire an interest in the Modern Theatre Supply Co. in Seattle.

Charges Tax Closed Hundreds of Houses, 225 in Penna. Alone

WASHINGTON, March 9. — Rep. James E. Van Zandt (R., Pa.) told the House today that the number of motion picture theatres in Pennsylvania had fallen from about 1,210 a few years ago to about 985 today, largely due to the "regressive" Federal admission tax.

Urging Congress to repeal the 20 per cent tax, he said it was a "regressive" one because "it is drying up the source of revenue." Up to 20 per cent of the theatres in some states have been forced to close in recent years due to the tax and competition

(*Continued on page 5*)

U-I Completes Its First 3-D Feature

The completion of the first 3-D feature by Universal-International, "a top budget science-fiction production" titled "It Came from Outer Space," was announced here yesterday by Alfred E. Daff, executive vice-president.

Daff disclosed that U-I plans to release "It Came from Outer Space" in the spring. He pointed out that the company made the production also in the conventional medium.

At the same time Daff said that U-I has completed a two-reel musi-

(*Continued on page 4*)

High Court Upholds AFM in Akron Case On Feather-Bedding

WASHINGTON, March 9.—The Supreme Court today, in a 6 to 3 decision, decided that the American Federation of Musicians had not violated the "feather-bedding" provisions of the Taft-Hartley law in its demands on the Palace Theatre in Akron.

The Palace, a member of the Gamble Enterprises circuit, occasionally used traveling bands to supplement its screen shows. The Akron AFM local,

(*Continued on page 4*)

Canadian Exhibitors May Get Tax Relief

Ottawa, March 9.—Affecting directly the operations of theatres in purchasing equipment and in admission prices, if carried out, the 525,000-member Canadian Congress of Labor has presented a 6,000-word brief through its president, Percy Bengough, to Prime Minister St. Laurent and his Cabinet here calling upon the Canadian government to abolish the 10 per cent sales tax and create a board with full powers to control prices.

RKO Goes Into High Gear On Production

Grainger Tells of Plans After Studio Confabs

RKO Radio Pictures will move into high gear on production, ending the lull which settled at the studio during the course of management changes, J. R. Grainger, president, reported here yesterday following four weeks of conferences with Howard Hughes, board chairman; C. J. Tevlin, studio chief, and other RKO executives.



J. R. Grainger

The company will put two films into production on Monday, a third in production on March 30, and a series of other films beginning in May, Grainger disclosed. A more

(*Continued on page 5*)

Plan 38-Theatre Video Network

PHOENIX, Ariz., March 9.—Plans to form a closed-circuit theatre TV net encompassing 38 theatres in the Harry L. Nace, Inc., Circuit of Arizona were disclosed here today.

The disclosure came in conjunction with announced plans for KTYL-TV, the television station for which approval was won by Harry L. Nace, Sr., president of the circuit bearing his name; Harry L. Nace, Jr., gen-

(*Continued on page 4*)

Theatre TV Move Opposed by A.T.&T.

WASHINGTON, March 9. — The American Telephone and Telegraph Co. has told the Federal Communications Commission that the motion picture industry has failed to show that a special theatre television common carrier would be in the public interest.

The Motion Picture Association and the National Exhibitors Theatre Television Committee on Feb. 27

(*Continued on page 4*)

Personal Mention

PANDRO BERMAN, M-G-M producer, will arrive in New York from the Coast on March 23 accompanied by his wife. They will leave for Europe the following day aboard the *S. S. Liberte*.

•

FLORENCE FRIEDMAN, formerly with Realart in Cleveland and absent from the industry for several months, succeeds ANNE COHN as Italian Films Export office manager and booker in that city.

•

OLIVER BRUGHTON, M-G-M maintenance supervisor, arrived here yesterday from the Coast for a 10-day home office visit before starting out on another cross-country exchange tour.

•

ALFRED STARR, TOA president, arrived in New York from Nashville yesterday and left immediately for Washington. He will return here today and leave for Europe tonight.

•

STEVE DAVIS of M-G-M's home office exploitation department will marry HARRIET FEIN at the Hampshire House here on Sunday. They will honeymoon in Miami Beach.

•

NEWTON MELTZER, documentary writer-director, announces the birth of a second child, a son, STEPHEN JOSEPH, to MRS. MELTZER in Beth Israel Hospital here on Friday.

•

E. O. WILSCHKE, Altec operating manager, has left the Coast for New York and plans to stop en route at various first-run houses to study 3-D installations.

•

ED GABRIEL, head of Capital Film Exchange in Philadelphia, became a grandfather when MRS. BOB GABRIEL gave birth to a son, STEVEN ROBERT.

•

CARL SCHWYN, banker and theatre circuit owner of Cygnet, O., has been named head of the newly organized Mary Manse Foundation.

•

LEO J. SAMUELS, Walt Disney Productions worldwide sales supervisor, has returned to New York from Toronto.

•

CHILT ROBINETT, formerly with 20th Century-Fox in Seattle, is now a salesman for the company in Denver.

•

JIMMY BELLO of Astor Pictures Co. in Atlanta has arrived in New York to attend the funeral of his mother.

•

ARTHUR BARNETT, owner of the Rex Theatre, Oakland, Cal., will leave on a European trip April 1.

•

MORI KRUSHEN, United Artists exploitation head, was in Cleveland from New York.

•

JOHN DAVIS, executive of J. Arthur Rank, is due in New York today from London.

•

BERT ORDE of *Redbook* Magazine returned here yesterday from the Coast.

Russia Rejects Bid Of US Newsreels

A visa bid by American newsreel companies to film Stalin's funeral in Moscow yesterday was rejected by the Soviet Embassy in Washington, D. C. The rejection, it was understood, took the form of ignoring the request.

As a consequence, footage of the Russian dictator's death and funeral which will be seen on American theatre screens will come from official Soviet sources only.

M-G-M Promotions For Bennin, Bailey

In two new M-G-M promotions, Herbert J. Bennin, branch manager of the company's St. Louis office, has been named to the same post in Washington, succeeding Jerome Adams, who resigned to enter another industry, and Thomas E. Bailey, assistant branch manager at Charlotte, replaced Bennin in St. Louis, it was disclosed here by general sales manager Charles M. Reagan.

Both promotions become effective April 6. The two men are M-G-M veterans.

Premiere at Astor Tonight for Para.'s 'Stars Are Singing'

Paramount will unveil "The Stars Are Singing" tonight at the Astor Theatre here at a premiere which will be attended by 600 "typical moviegoers" drawn from a tie-up with 54 neighborhood theatres in the New York Metropolitan area. The "typical" fans will be joined by personalities from the amusement and newspaper fields in the highlight tribute to Rosemary Clooney, who makes her debut in the picture.

The neighborhood houses of the Warner, Randforce, J. J., Island, Endicott, Lane, Fabian and United Paramount circuits awarded tickets following lobby drawings. Fifty retail music stores cooperated with the theatres by giving prominent window displays and other types of promotion to the premiere.

Among the invited premiere guests are Monica Lewis, Joan Fontaine, Jane Pickens, Maggie McNellis, Harry James, Charlton Heston, Jack Palance, Blossom Seeley, Benny Fields, Julius LaRosa, Eddie Fisher, Edward D. Madden, Sid Caesar, Perry Como, Red Buttons, Faye Emerson, Imogene Coca, Boris Karloff, Eva Gabor, and others.

High Court Rejects Towne Interest Plea

Washington, March 9.—The Supreme Court today refused to hear an appeal by the Milwaukee Towne Corp., seeking five per cent interest on the $1,000,000 anti-trust claim it collected from major distributors two years ago.

The Milwaukee theatre firm was awarded $941,574 in treble damages, plus $75,000 in attorney fees and $4,871 in costs. The District court and Seventh Circuit court upheld the distributors' refusal to pay interest on this amount, and Milwaukee Towne appealed to the Supreme Court. The justices today turned down the appeal, but gave no reasons.

Hospital Group Aided By 'Lili' Premiere

Leslie Caron, one of the stars of M-G-M's "Lili," was present at the world premiere of the picture last night at the Trans-Lux 52nd Street Theatre here and presented a check representing the proceeds of the benefit showing to Mrs. Charles S. Payson, president of the North Shore Hospital Association of Manhasset, L. I. Jinx Falkenburg McCrary was chairman of the benefit committee.

The HERALD INSTITUTE of Industry Opinion

Report on *ADVERTISING*

FOR the first time, the combined thinking of the industry on this important subject has been ascertained. All three of the Institute's Panels —thoroughly representative of Production, Distribution and Exhibition—have evidenced keen interest in their study of questions dealing with: More informative advertising copy; the need for creation of new advertising styles; misrepresentative appeals; expenditure allocations; comparative newspaper rates; pre-selling through national magazines; and trade advertising policy. The analysis of the opinion of the Institute Panels will appear—

in this week's issue of

MOTION PICTURE HERALD

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE STORY OF THREE LOVES"
Kirk DOUGLAS James MASON Farley GRANGER
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An M-G-M Picture
plus Spectacular STAGE PRESENTATION

DEAN MARTIN & JERRY LEWIS
HAL WALLIS Production
THE STOOGE
A Paramount Picture
In Person JONI JAMES DAVE BARRY LEWIS and VAN Extra Added Attraction JOHNNY LONG And His Orchestra
PARAMOUNT TIMES SQUARE Midnight Feature

2 BIG I. F. E. HITS ON B'WAY!

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BIGGER Easter PROFITS

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Presents

"MISTER SHOWMAN"





Colorful Easter Greetings are reflected from this beautiful 30 x 40 Display . . . a perfect tie-up with your Merchants' Ad campaign . . . $1.50 each.



The seat-selling action in this 40 x 60 full-color display, shouts about your Holiday shows . . . from your lobby . . . or away-from-theatre . . . $2.00 each.

SPRING ISSUE 1953

	Page
COLOR DATER SERVICE	2
ACADEMY AWARDS	2-3
ST. PATRICK'S DAY	4
MOTHER'S DAY	4-5
WEEKLY CIVIC SALUTE	6
APRIL FOOL'S DAY	6
New PRESENTATION LEADER	7
New COMING ATTRACTIONS LEADER	7
EASTER	8-9
SPRING INSTITUTIONALS	10
SPRING CLEANING	10
COLOR INTERMISSION TRAILERS	11
SPRING HEADERS & TRAILERETTES	12
MEMORIAL DAY	13
COOL TRAILERS	14-15
GO-TO-CHURCH	15
EASTER MERCHANTS' GREETINGS	16

Your handy order blank for ALL trailers is on page 11.

For full details, contact your N.S.S. Salesman or nearest N.S.S. Exchange!

Theatre TV

(Continued from page 1)

asked the FCC to authorize a special theatre TV common carrier, using frequencies presently allotted to other common carriers, and to make a policy declaration that the other carriers should cooperate with the new carrier in using the frequencies. A. T. and T. over the week-end filed with the FCC a statement urging that the film industry petition be denied.

The phone company argued to the Commission that the film industry petition, if granted, would impair the usefulness of the common carrier frequencies for the general public. The motion picture industry is still seeking "preferential treatment," A. T. and T. charged. It said the industry had to prove that the public interest, necessity or convenience justified such treatment, and that the industry had not done this.

In fact, the phone company said, the public interest would not be served by granting the film industry's petition. It declared that the evidence shows that A. T. and T. is "qualified and able" to furnish the service required for theatre TV. The phone company petition said A. T. and T. facilities could be made capable of the wider bandwidth required for theatre television. It repeated earlier assertions of A. T. and T. witnesses that this would be more efficient and economical.

The film industry's petition, A. T. and T. declared, is a request for advance pronouncement by the Commission for preferential treatment for organizations whose "form, nature and background are unknown."

Any organization that applies for a license as a theatre TV common carrier would serve only the populated, profitable areas, A. T. and T. said. It argued that this would leave the more costly service in the less populated areas to the phone company, and that this would put an unreasonable burden on the other customers of A. T. and T. and other common carriers.



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Regularly scheduled service

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New York - San Francisco	$99*
New York - Chicago	$33*
Chicago - Los Angeles	$76*
New York - London	$270
New York - Paris	$290

*Federal Tax Extra

See your travel agent or call Trans World Airlines.

ACROSS THE U.S. AND OVERSEAS...

FLY TWA

Advances Available On Census Forms

Washington, March 9.—Film producers and equipment manufacturers can get advance copies of the questions they will be asked in the 1953 census of manufacturers, the Commerce Department reports.

The Department said the advance release of the information that will be asked will enable firms to inform themselves early this year with respect to the information they will be asked to give when they file their census reports next year on their operations for 1953. The informational material, available on request from the Census Bureau here, includes specimen report forms and booklets defining the items to be included in the census.

Zugsmith Heads American Pictures

HOLLYWOOD, March 9.—Albert Zugsmith was elected president of American Pictures Corp. at the company's annual meeting. Other officers selected were: Larry Gross, vice-president; Peter Miller, treasurer and director, and Dr. George Zugsmith, chairman of the board.

Zugsmith, former newspaper editor and publisher, has been producing motion pictures independently since 1951. Gross formerly owned and operated television station KFNB in San Diego, and Miller is also a former newspaper editor, publisher and radio station owner.

American Pictures also announced plans to produce a new film in April titled "Girls of the South Pacific." The company's currently released picture is "Invasion, U. S. A."

Dureau Reports B.O. Upturn in South

A substantial upturn in business throughout the Central South and Gulf States areas during the past few weeks has been noted by exhibitors and distributors alike, Milton Dureau, vice-president and general manager of Masterpiece Pictures, Inc., of New Orleans, reported here yesterday.

Dureau is in New York for business conferences with Realart and other executives. He is scheduled to return to New Orleans on Thursday.

Oresman Buys More RKO Theatres Stock

WASHINGTON, March 9.—A. Louis Oresman, RKO Theatres director, has purchased 4,200 shares of RKO Theatres common, bringing total holdings to 36,600 shares, according to a report to the Securities and Exchange Commission.

38-Theatre Net

(Continued from page 1)

eral manager, and their radio and TV associate, Dwight Harkins.

The younger Nace and Harkins left here for New York for a three-day round of conferences with network officials, TV film producers and national advertising representatives.

Ochs Circuit 4-Day Cleveland Meeting

CLEVELAND, March 9.—Herbert and Jack Ochs, heads of the Ochs Management Co., operating seven Canadian drive-in theatres, opened a four-day convention of managers and their wives at the Hollenden Hotel today. General circuit policy and individual theatre policies will be discussed. All of the drive-ins in the Ochs circuit are family managed, with the manager's wife serving either as cashier or in charge of concessions.

Present, in addition to Mr. and Mrs. Herbert Ochs and Mr. and Mrs. Jack Ochs are Mr. and Mrs. Ken Jones of London, Ontario, in charge of Canadian distribution of Glenray barbecue machines, for which Ochs has the Canadian franchise; Larry and Hilda Buck Star Top Drive-in, Belleville; Randy and Helen MacLennan, Drive-in, Kingston; Earl and Lois Taylor, Star Top Drive-in, London; Len and Audry Larmour, Star Top Drive-in, Cyrville; William and Dolly MacDonald, Star Top Drive-in, Sarnia, Ontario; Emil and Mary Maenck, Porcupine Drive-in, Timmins, all in Ontario, and Earl and Marilyn Scherffius, Blue Water Drive-in, Port Huron, Mich.

Also, Mr. and Mrs. William Forrer, circuit accountants, and Mr. and Mrs. Fred Stinson, of Adfilms, Ltd.

Herbert Ochs reports that his circuit business in 1952 was up 20 per cent over that of the previous year.

Skouras to Coast to Show CinemaScope

Spyros P. Skouras, president of 20th Century-Fox, and Al Lichtman, distribution director, will leave here for the Coast on Friday in preparation for the projected demonstration there of 20th-Fox's wide-screen CinemaScope process. They will be preceded by Earl I. Sponable, research director, who will leave for Hollywood on Thursday.

The demonstration of CinemaScope, which will utilize clips from "The Robe," will take place on or about March 18. The scene for the showing was shifted to the Coast from New York due to equipment difficulties relating to sound in the company's projection room here, it was learned. The New York demonstration, originally set for this month, has been postponed.

Wallis Using 3-D Technicolor Camera

HOLLYWOOD, March 8.—The new Hal Wallis Productions Dean Martin-Jerry Lewis film, "Money from Home," went into production this morning using the newly developed 3-D Technicolor camera, according to Wallis and his associate, Joseph Hazen. They disclosed the film was budgeted at $2,000,000.

Adds Projectors to Skip 3-D Intermission

CHICAGO, March 9.—The Imperial Theatre here, operated by Dudley Gazzola, has ordered installation of two RCA projectors in addition to the two now in use so that the theatre will be able to run three-dimensional pictures without intermissions. The house, located on the West Side here, has booked "Bwana Devil."

Upholds A.F.M.

(Continued from page 1)

starting in 1947, refused to permit any traveling band to play the Palace unless the theatre agreed to hire a local band to play supplemental music or to play on some other date. The theatre company refused, and eventually filed charges against the union with the National Labor Relations Board.

The board threw out the complaint, arguing that the union was not seeking pay for work it did not plan to perform, which would have been feather-bedding, but was merely seeking actual employment for its members. The Sixth Circuit Court of Appeals ruled for the theatre company, and the board appealed to the high court.

Justice Burton, delivering the majority opinion today acquitting the union, said the court accepted the finding of the board that "the union was seeking actual employment for its members and not mere stand-by pay." He said the court did not have to determine whether the offers were "in the nature of an exaction" and that there was no reason to think the offers were sham or tokens. "When an employer receives a *bona fide* offer of competent performance of relevant services," Burton said, "it remains for the employer through free and fair negotiation, to determine whether such offer shall be accepted and what compensation shall be paid for the work done."

Justice Jackson dissented in one opinion and Chief Justice Vinson and Justice Clark joined in another dissent. Jackson said that before Taft-Hartley was passed, the union did compel the theatre to pay for no work at all, and when this was forbidden by the new law, "it sought to accomplish the same result by compelling it to pay for useless and unwanted work." Justices Vinson and Clark called the AFM offer a "Boondoggle" which "the employer does not want, does not need and is not even willing to accept."

U-I 3-D Feature

(Continued from page 1)

cal in the 3-D medium featuring Nat (King) Cole and Russ Morgan and His Orchestra. Daff pointed out that U-I had activated its 3-D plans several months ago but withheld any announcement until both pictures were completed.

Further production planning in the 3-D and large screen processes will take place on the Coast next week, with participants including Milton R. Rackmil, president; N. J. Blumberg, chairman of the board; Daff; Charles J. Feldman, general sales manager; William Goetz, in charge of production; Edward Muhl, vice-president and general production executive; David A. Lipton, vice-president in charge of advertising-publicity, and other studio executives. Rackmil, Daff and Feldman are scheduled to leave New York for the Coast on Thursday with Blumberg and Lipton due to follow over the weekend.

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Warner Claims

(Continued from page 1)

premiere April 10 at the Paramount Theatre in New York.

WarnerPhonic sound is said to comprise a series of sound tracks in addition to the original basic sound track which accompanies the picture. The company stated that "the WarnerPhonic technique is as revolutionary as sound compared with silent films.

"When employed in conjunction with a true three-dimensional process such as we are using in 'House of Wax,' and our own WarnerColor, WarnerPhonic sound will bring out the fullest dramatic and musical results ever obtained from the screen," Warner said. "'House of Wax' marks the beginning of a new era in motion picture making. Audiences will be thrilled and entertained as never before in the history of our industry."

New York's Paramount is installing 25 special speakers for the "House of Wax" opening. Robert J. O'Donnell, head of the Interstate circuit in Texas, is equipping houses in Dallas, Houston, San Antonio and Fort Worth with similar WarnerPhonic facilities. "House of Wax" opens in Dallas on April 16 and the other Texas engagements will follow. Additional units will be installed for other major "House of Wax" playdates.

Recording of music for "House of Wax" in the new sound system has already begun at the studio under the direction of Ray Heindorf.

Warner said, "We are sure the research we are now conducting in many other directions will further expand attraction values of the screen. We are convinced that we are adding to the entertainment power of motion pictures for the benefit of public and exhibitors alike.

"We know the outlook is good, that we are adding assets to films which will keep them at their present state of being the world's most popular entertainment.

"Our technicians and research experts are making wonderful progress in a number of directions, all calculated to augment and strengthen motion picture entertainment."

New Texas Tax Bill Passed by House

AUSTIN, March 9.—The Texas House of Representatives has passed and sent to the Senate the Kilgore bill revising state admission taxes.

The present state tax is 10 per cent on admissions over 50 cents. The new bill would exempt tickets under 80 cents. Those between 80 and 90 cents would pay a three-cent tax; from 90 cents to $1, a five-cent tax, and in the higher brackets a 10 per cent tax. Proponents of the bill said the present law deters exhibitors from raising prices above 50 cents.

Miss Kashew to Filmack

CHICAGO, March 9.—Filmack Trailer Co. here has added Joan Kashew to its publicity staff. Miss Kashew was formerly assistant publicity and art director for Harvey Olsen Studios, a Chicago ad agency. In addition to trailer copy writing, Miss Kashew will edit the *Filmackian*, Filmack's intra-house organ, and assist in editing *Inspiration*, which is mailed monthly to theatres.

RKO Goes into High Gear

(Continued from page 1)

detailed production program, he added, will be announced within the next 30 days.

The RKO president pointed out that the company currently has product on hand to fulfill its release schedule through Aug. 15, and with the resumption of production scheduled for next week at the studio RKO is said to be in a most healthy condition. Production ran into a lull during the tenure of the Ralph Stolkin management group, which bowed out when Hughes reassumed active control of the company. Grainger reported that RKO has 15 new films and several key attractions of years past which will be re-released.

The two RKO films going into production on Monday are: "Second Chance," starring Robert Mitchum and Linda Darnell. Sam Weisenthal will produce under supervision of Edmund Grainger; Rudolph Mate is the director and Zachary Gold the writer; and "Arizona Outpost," starring Dale Robertson and Arthur Hunnicutt, Edmund Grainger, producer, Alfred Werker, director, from a story written by William Bowers.

The next in production, "Son of Sinbad" will star Keith Andes, Mona Freedom and Ursula Thiess, which Robert Sparks will produce, and Ted Tetzlaff direct from a story written by Jeff Bailey.

The three films, it was added, will be in color. The recently completed "Split Second" will go into release May 2, Grainger disclosed.

Others to be released in the immediate future include: "Sea Devils," color in Technicolor, produced by David Rose and directed by Raoul Walsh, co-starring Yvonne DeCarlo and Rock Hudson.

"The Sword and the Rose," Walt Disney's Technicolor production starring Richard Todd and Glynis Johns.

"Beautiful but Dangerous," co-starring Jean Simmons, Robert Mitchum and Arthur Hunnicutt, produced by Robert Sparks, directed by Lloyd Bacon.

"Break-Up," co-starring Victor Mature and Jean Simmons, produced by Robert Sparks, directed by Roy Rowland.

"The Sea Around Us," the color picturization of Rachel Carson's book, which was nominated for an Academy Award, and was produced by Irwin Allen.

"The Hitch-Hiker," starring William Talman, Edmund O'Brien and Frank Lovejoy, directed by Ida Lupino.

"Tarzan and the She-Devil," produced by Sol Lesser and starring Lex Barker.

Grainger also revealed that Hughes' Technicolor production of "Jet Pilot," which stars John Wayne, will be released by RKO in the late fall or early winter.

"Top Hat," starring Ginger Rogers and Fred Astaire, will head the list of re-issues. Others include "Isle of the Dead," with Boris Karloff; "Without Reservations," starring John Wayne; "Blood on the Moon," with Robert Mitchum and Barbara Bel Geddes; and "Mighty Joe Young."

Tax Closes Houses

(Continued from page 1)

from television, the Altoona Congressman declared.

"A comparison of the admission tax receipts paid to the Treasury Department for 1952 shows a decline since 1951 of something over nine per cent for the entire country, with a decline of 17 per cent for Pennsylvania," Van Zandt stated. "The wholesale closing of theatres, which is being brought about by the continuation of this regressive tax, is a serious threat to other small merchants and businessmen. Theatres are the center of attraction, particularly in small neighborhoods. When a theatre closes, for all or part time, small merchants in the vicinity suffer a resulting loss of trade. It is also generally conceded that there is a consequent decrease of other business values in the neighborhood," he added.

NCA to D. of J.

(Continued from page 1)

hibitors a week ago, authorized Benjamin Berger, NCA president, to take action to combat what they termed the "evil pre-release practice." The resolution, passed unanimously, volunteered to give definite proof of the admission-fixing demand and asked that fast and appropriate action be taken to halt the practice.

The board also authorized Berger to obtain an opinion on the legality of picketing theatres playing pre-release pictures on an advanced price basis.

NCA's directors also authorized Stanley Kane, executive counsel, to prepare a bill for introduction in the current session of the Minnesota legislature setting up minimum standards for construction of drive-ins. The bill is aimed at halting the mushroom growth of the so-called "blaster" type drive-ins.

Astor Coverage

(Continued from page 1)

Savini for exclusive distribution of Astor product in the Des Moines territory and a second franchise agreement was closed between Savini and Don Hammer, head of the Intermountain Film Exchange, Denver.

Majors Named in Newark Trust Suit

Charging inability to obtain product on early runs for the Essex Theatre in Newark, Howard Theatres, Inc., yesterday filed an anti-trust suit in Federal Court here against the eight major companies. Damages totalling $1,800,000 are asked. Associated with Howard Theatres in the action are the Cinema Theatre Corp., which operated the theatre from 1940 to 1951; Max and Adele Goldbaum, trustees for the dissolved Mira Theatres Corp. which had the theatre previously, and the H-J-G Realty Corp., owner of the property. Howard has operated the house since 1951.

The suit charges that the defendants favor the large circuits and affiliated theatres in the Newark area and discriminate against independent theatres by holding back pictures until public appeal has been lost. The plaintiffs claim there is no competition between the Essex and those theatres allegedly favored by the defendants.

Downing Head of N.Y. Fund Campaign

Russel V. Downing, president of the Radio City Music Hall Corp., has accepted the chairmanship of the entertainment group for The Greater New York Fund's 1953 campaign. The campaign to help 423 voluntary hospitals and health and welfare services in New York City will begin April 27.

GREAT MOTION PICTURES ARE PROCESSED BY *Pathé*

ERROL FLYNN,
Independent Producer, says:

"*I'm* using the great new *Pathé*color film

...I am now shooting my first *Pathé*color film in Rome, and I chose *Pathé*color because it gives me *Life*like Color in every situation and on every set...and *Pathé* gives me *daily overnight processing.*"

You owe it to *your* next picture to see the *Pathé*color demonstration reel *today*. Phone for a date: In New York it's TRafalgar 6-1120 and in Hollywood it's HOllywood 9-3961.



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Both New York and Hollywood Have *Complete Pathé* Laboratory Facilities:
35MM • 16MM • COLOR • BLACK AND WHITE
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Essoldo Now U.K.'s 3rd Largest Circuit

London, March 9. — The mushrooming Essoldo Cinemas, controlled by Sol Sheckman of Newcastle-on-Tyne, has now become the largest privately-owned circuit in Britain. Two more acquisitions last week brought Essoldo's total to 96 theatres.

Only the publicly-owned J. Arthur Rank's C.M.A. and Associated British are larger.

Boston Judge Gives Safety Film Ruling

BOSTON, March 9.—In ruling that certain regulations of the Boston Commissioner of Public Safety were "invalid, void and unenforceable," Judge Francis Donahue interpreted the law as to differentiate between "combustible" and "incombustible" in regard to motion picture film. The interpretation was given in connection with his granting an injunction against forcing theatres to employ two men in a booth.

The court stated that motion picture film made of the substance known as cellulose acetate or safety film does not constitute "combustible" film. The court further ruled that the section of the safety law prohibiting the use of "combustible or incombustible" film of more than 10 inches in length, except in accordance with the provisions of the law, was beyond the Commissioner's authority so far as it purports to apply to the keeping and use of "incombustible film."

Buchman Contempt Trial Opens in D.C.

WASHINGTON, March 9.—The contempt of Congress trial of producer Sidney Buchman got under way today in Federal District court here.

Buchman was cited for contempt for refusing to appear before the House Un-American Activities committee in answer to subpoenas on two different occasions.

Assistant U. S. Attorney William Hitz opened the government's case by putting committee counsel Frank Tavenner on the stand and having him recite the events surrounding the subpoenas and Buchman's non-appearance. Tavenner will be subject to defense cross-examination tomorrow.

Delay Decision on 'Ronde' Censoring

ALBANY, N. Y., March 9.—Decision by the Court of Appeals in the appeal by Commercial Pictures Corp., American distributor of "La Ronde," from the ruling of the Board of Regents that the French feature was not licenseable because it was "immoral and would tend to corrupt morals," went over to the April term. It was first believed that the state's highest court might announce a decision now. The case was argued on Jan. 7 by Dr. Charles A. Brind, Jr., counsel for the Regents, and by Mrs. Florence Perlow Shientag, attorney for the petitioner-appellant.

Studio Craft Wages Dip

HOLLYWOOD, March 9.—Craft workers in studios averaged $109.36 weekly during January, with the work week averaging 40 1/10 hours, according to the monthly report of the California Department of Industrial Relations.

Reviews

"Dream Wife"

(Metro-Goldwyn-Mayer) *Hollywood, March 9*

THE billing tells the tale about "Dream Wife." That is to say that it stacks up as about the picture the names of Cary Grant, Deborah Kerr and Walter Pidgeon would suggest, and is therefore doubtless precisely the merchandise sought by the people whom the billing of those names can be figured to attract. It is a somewhat starchy, moderately sophisticated, conversational comedy concerning in a slightly jocose way the differences between Oriental and Occidental women in their attitude toward men, and in a secondary way the procedures and practices of our State Department. It is never very serious about either of these topics, and yet never very frivolous either, but follows, rather, the middle lane, which leads, of course, to the middle ground on which, by and large, box-office smashes do not abound. On the basis of its preview at the Egyptian Theatre on Hollywood Boulevard, this picture doesn't appear destined to break box-office rules.

The production of Dore Schary, directed by Sidney Sheldon from a script by the director, Herbert Baker and Alfred Lewis Levitt, the film is impeccably turned out, brilliantly photographed, tastefully staged, costumed and so on. It has a large cast, with the newcomer, Betta St. John, and big Buddy Baer leading the support, and it was founded on an idea that had considerable promise. Maybe outright slapstick would have got more out of it.

Grant plays a kind of oil salesman, in mythical Bukestan as the story opens, who comes home to find his fiancee, Miss Kerr, too preoccupied with the affairs of our State Department, with which she is importantly connected, to marry him on an appointed date. An importunate fellow, he eables an offer of marriage to the princess of Bukestan, who has viewed him with apparent emotion, and who has been trained from babyhood to make her ultimate husband happy, and she accepts, coming forthwith to America, with retinue and according to protocol. The State Department assigns Miss Kerr to the affianced couple as interpreter, and the humorous potentialities of this arrangement are explored during the remainder of the picture.

Running time, 98 minutes. General audience classification. Release date, May 29.

WILLIAM R. WEAVER

"The Glass Wall"

(Columbia) *Hollywood, March 9*

IVAN TORS and Maxwell Shane, two forward-looking young men unafraid of hard work or new ideas, have turned out here a grimly stirring account of a harrassed displaced person's experiences, impressions and emotions on his arrival in New York as a stowaway and during a night of hiding out from immigration authorities, the poliee, and, unknowingly, from the people who can help him adjust his legalistically improper situation.

The newcomer to our shores is played impressively by Vittorio Gassman, lately acclaimed with favor by American audiences, and the girl whom he first befriends and then is befriended by is played in commendable manner by Gloria Grahame, whose name is likewise on the rise in point of marquee meaning. The other players in the large cast are relatively unknown, although capable, and the nature of the production is such that the story gains force from the circumstance. That is to say, awkwardly, that the Tors-Shane production policy—their sacrificing of polish in the interests of realism, their flat-lighting for emphasis, their exclusion of all but the plainest of language—relies so firmly upon authenticity for impact that unfamiliar players add more than well-knowns would add to the sum of their efforts.

In the picture the stowaway, who spent 10 years in concentration camps, learned English, saved an American soldier's life and made his way to the United States where he wishes to live, runs afoul of red tape and, desperate, jumps ship to search for the soldier, known to him only as a clarinetist named Tom who probably is playing in a Times Square orchestra. During a long night in which he comes into intimate and sometimes violent touch with assorted individuals who live or work in Times Square he is frequently frustrated but never discouraged, and next morning the clarinetist and others catch up with him just as he is about to leap from the top of the United Nations building to his death, and rescue him.

Most of the story transpires in Times Square. It was filmed there, without special lighting and with concealed cameras, a method that imparts a rare tone of legitimacy to the production.

Tors is down as producer, Shane as director, and the screenplay is by both of them.

Running time, 80 minutes. General audience classification. For April release.

W. R. W.

Max Seligman Dies Suddenly in Florida

Max Seligman, for the past 24 years purchasing director for Columbia Pictures, died suddenly yesterday in St. Petersburg, Fla. He is survived by his widow, Pauline; a daughter, Mrs. Sidney Brenwasser; a sister, Mrs. Mary Brandt, and a granddaughter, Jane Brenwasser. Funeral services will be held Friday morning at Riverside Memorial Chapel here at 11:15. Interment will be in Westchester Hills Cemetery, Yonkers.

Johnston Again Host To D. C. Notables

WASHINGTON, March 9. — Motion Picture Association of America president Eric Johnston was host tonight at another informal dinner and screening for top ranking Washington officials.

Officials who attended with their wives included White House press secretary James Hagerty; assistant Secretary of State Carl McCardle; Allen Dulles, head of the Central Intelligence Agency; and some 50 Senators and congressmen. The picture, which was shown at MPAA's Academia, was "Story of Three Loves."

$104,000 Dividends Paid Out in Feb.

Washington, March 9.—Publicly-reported cash dividends for the film industry in February amounted to $104,000, compared to $108,000 in February, 1952, the Commerce Department reports.

Past Award Winners On NBC 'Oscar' Night

HOLLYWOOD, March 9.—Twenty former Academy Award winners will appear on NBC's telecast and radio broadcast of the 25th anniversary awards presentation here on March 19, it was revealed today by Johnny Green, general director of the show. The former winners will make the presentations of the Oscars to this year's winners, marking the first time that this has been done.

Bob Hope will be master-of-ceremonies, with the RCA Victor Division of RCA sponsoring the air shows.

The "presenters" of the Oscars range from Janet Gaynor, who won the "best actress" award in 1927-28, to Vivien Leigh, who won the same title for "A Streetcar Named Desire" in 1951.

Levey to Ft. Myers For 'Edison' Scenes

Jules Levey will leave here at the weekend for Fort Myers, Fla., to complete final production arrangements for the filming of sequences of "The Life of Thomas Edison," which Levey is producing in cooperation with the Thomas A. Edison Foundation. The camera crew completed its assignment in Dearborn, Mich., yesterday and will start shooting today in Milan, O., Edison's birthplace.

Early next week, the crew will be in West Orange, N. J., the site of Edison's first film studio, known as the Black Maria, which was mounted on a turntable so as to follow the sun. The Black Maria has been re-constructed for the picture. Final shooting will be in Fort Myers, Edison's summer home and site of his laboratory and botanical gardens.

N. J. Allied Meets At Astor Today

A wide range of subjects will be taken up here today at a membership meeting of Allied Theatre Owners of New Jersey. The sessions will follow a luncheon at the Hotel Astor.

State legislation and taxation are expected to be highlights for discussion. The members also will hear a report on the status of the 20 per cent admission tax and will give attention to the pre-release situation and the advancement of tri-dimensional pictures.

McCarthy Returns; New Post in Sight

John G. McCarthy, former vice-president of the Motion Picture Export Association, has returned to New York from a two-month vacation in Nassau and may announce a new affiliation shortly.

McCarthy said yesterday that several deals were "on the griddle," both within and outside the film industry but that nothing definite had been consummated.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 47 NEW YORK, U. S. A., WEDNESDAY, MARCH 11, 1953 TEN CENTS

British Quota Continues at 30% for 1954

Government Determined On Eady Extension, Too

By PETER BURNUP

LONDON, March 10. — Britain's current film quota percentages will be continued for another year, Peter Thorneycroft, president of the Board of Trade, told the House of Commons today. The present quota is 30 per cent for first features and 25 for supporting program pictures.

The Board of Trade president also stated significantly that the government is prepared to institute a statutory scheme continuing the Eady Plan after its expiration date in August, 1954, should that be necessary.

He said the Board thought it de-

(Continued on page 5)

Walton Is Named Grainger Assistant

Edward L. Walton has been named executive assistant to James R. Grainger, president of RKO Pictures. The post is a newly - created one.



Edward Walton

"Mr. Walton is an addition to the RKO executive team," Grainger emphasized, "and is not being brought in as a replacement for anyone. He will have his headquar-

(Continued on page 4)

Equipment Sales Up On Wave of 3-D

CAMDEN, N. J., March 10.—Sales of RCA theatre projectors and arc lamps have shown a marked increase in the past two months due to current interest in 3-D productions, it was disclosed here today by J. F. O'Brien, manager of RCA's theatre equipment section. If this trend continues, sales

(Continued on page 5)

Starr To Explore Plan for Foreign Groups To Affiliate With TOA

The possibility of the Theatre Owners of America effecting a tie-up with foreign exhibitors' associations will be explored by TOA president Alfred Starr during his current European tour. Starr left here yesterday for a month's stay on the Continent for the purpose of studying exhibition methods abroad.

Starr said before his departure that affiliation of European exhibitor organizations with the TOA was not unlikely, inasmuch as all theatre owners have common operation problems. However, he pointed out that exhibitors on the two continents do not have the same trade practice problems and that affiliations would involve the exchange of technical information, especially as it relates to three dimensional pictures.

Skouras Urges N.Y. Theatres to Aid Red Cross Drive

An appeal for theatre collections for the 1953 American Red Cross campaign in the New York Metropolitan area was made yesterday by Spyros P. Skouras, 20th Century - Fox president, and chairman of the amusement industry division of the campaign.



Spyros Skouras

Presiding at a campaign luncheon at the Metropolitan Club here, attended by circuit and home office executives, Skouras introduced three Korean War veterans, Sgt. Louis A. Capone, Corp. William S. Brady, and Corp. Thomas J. Mc-

(Continued on page 5)

Gov't 16mm. Suit Takes Step Ahead

HOLLYWOOD, March 10.—The Government's 16mm. suit against 12 film companies moved a step forward today with the last among the defendants filing answers to the amended complaint. The case now enters the pretrial information-gathering stage, and the Government has given defendant companies interrogatories embracing 29 questions pertaining to company activities back to 1936 and, in some instances, to 1928. Counsel for one defendant said the research involved will take months to perform.

Although technically the defendants are required to answer interrogatories or file objections within 20 days, the Government indicated the necessary extensions will be granted on request.

New Record Profit And Footage in '52 By Technicolor

Net profit of Technicolor, Inc., and its subsidiary, Technicolor Motion Picture Corp., established a new record in 1952, climbing to $2,069,206 after all deductions, as compared with $1,918,537 in 1951, according to the annual report issued here yesterday by Dr. Herbert T. Kalmus, president and general manager. New records also were set in print output and production of pictures in color by Technicolor.

The profit before taxes on income last year was $6,340,288, against $5,942,700 in the previous year. Net earnings per share rose from $2.06 in 1951 to $2.19 last year. Dividends per share of capital stock amounted to $2 for a total of $1,872,816, compared with $2 in 1951 for a total of $1,855,407. Capital investments in machinery and equipment amounted to $1,755,000 last year and the total investment in permanent assets since Jan. 1, 1945,

(Continued on page 4)

Launch Theatre TV Tests Today

Initial tests and meetings designed to get the best possible theatre television large-screen picture will get under way here today at RCA's Center Theatre and Johnny Victor Theatre where parts of the March 21 educational program will be shown and discussed.

Taking part in the operation will be a group of 55 technicians and theatremen of the following firms: RCA, American Telephone and Telegraph Co., New York Telephone Co., New Jersey Bell System, Trad Television, American Broadcasting Co., General Precision Laboratories, American Broadcasting - Paramount Theatres, Fabian Theatres, Century Circuit, Ft.

(Continued on page 4)

Terms Driving Exhibitors to D of J: TOA

Association 'Alarmed' Over Rental Demands

By AL STEEN

The Theatre Owners of America came out yesterday in its first official statement as an organization in protest against "the increasing number of demands for exorbitant film rentals." While expressing itself as being opposed to seeking government relief, the statement said frankly that "it has become increasingly clear that the continuation of this policy by distribution will drive exhibitors to seek relief from the Department of Justice."



Walter Reade, Jr.

The statement was prepared by

(Continued on page 5)

Appeal Crest Case To Supreme Court

WASHINGTON, March 10. — The Supreme Court was asked today to rule that the film distributors do not have the right to refuse to license first-run pictures to neighborhood theatres.

Theatre Enterprises, Inc., proprietor of the Crest Theatre, Baltimore, appealed to the high court a ruling of the Fourth Circuit Court of Appeals that the distributors had not violated the anti-trust laws by refus-

(Continued on page 4)

DuMont Asks FCC to Reconsider Decision

WASHINGTON, March 10.—Allen B. DuMont Laboratories, Inc., today asked the Federal Communications Commission to reconsider its Feb. 9 decision that Paramount Pictures controls DuMont.

The request, which is considered to have relatively little chance of success, was taken by observers as an

(Continued on page 4)

Personal Mention

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, is in Cincinnati today on the first stop of a tour of the Central district. He will return to New York on Monday.

•

MANNY REINER, foreign sales manager for Samuel Goldwyn Productions, has returned to New York from a Latin American trip.

•

LEON BRANDT, Samuel Goldwyn Productions director of exploitation, will leave here today for Detroit, Cleveland and Cincinnati.

List 38 N.Y. Houses For 'Bwana Devil'

Third-Dimension will blanket New York for the first time this weekend, with "Bwana Devil" opening on Friday in 31 Loew's neighborhood theatres and seven in other circuits in the Metropolitan area.

"Bwana Devil," a United Artists release, will open at these Loew's theatres: The Paradise in the Bronx, and the Triboro in Queens; in Manhattan, the 72nd St., 83rd St., 116th St., 175th St., Canal, Commodore, Delancey, Inwood, Lexington, Olympia, Orpheum, Rio, Sheridan and Victoria; in Brooklyn, the 46th St., Alpine, Brevoort, Broadway, Coney Island, Gates, Kameo, Kings, Oriental, Pitkin and Premiere; in Westchester, Mt. Vernon, New Rochelle, White Plains and Yonkers.

It will also open in Brooklyn at the Sanders Theatre on the Brandt circuit; the Meserole, Clinton and Commodore on the Randforce circuit and the Kingsway and Sheepshead theatres on the Century circuit. An additional opening in Westchester will take place at the Capitol in Portchester and another in New Jersey will be held at the DeWitt in Bayonne.

All-purpose Screen Set for Para. Studio

HOLLYWOOD, March 10.—Installation of the first all-purpose proving-ground for 3-D and peripheral vision systems will be completed at Paramount studio here within six weeks on the arrival of a concave plastic screen being built in England and measuring 36 by 18 feet, as against the 13 by 16-foot screen currently in the 300-foot theatre.

Rank's Davis Here For Study of 3-D

A study of tri-dimensional developments in the United States will be made during the next two weeks by John Davis, managing director of the J. Arthur Rank Organization, Ltd.

Davis arrived here from London yesterday and, after a few days of conferences in New York, he will go to Hollywood.

Film, Equipment Exports In '52 Totaled $25,692,819

WASHINGTON, March 10.—Exports of motion pictures films and equipment in 1952 were about eight per cent below 1951 shipments, Commerce Department film chief Nathan D. Golden reports.

Golden estimated shipments last year at $25,692,819, compared with $28,053,500 the year before. Major declines came in shipments of exposed feature films, all types of raw stock except 35mm. positive film, and practically all types of equipment except 16mm. sound projectors and 35mm. cameras.

Exports of exposed or developed motion picture feature film fell from 323,836,500 linear feet, valued at $10,051,858 in 1951, to 305,866,735 linear feet, valued at $9,681,480 in 1952. Major drops came in shipments of both 35mm. negative and positive features and 16mm. positive features. Exports of 16mm. negative features increased both in terms of linear feet and dollar value.

Total raw stock shipments fell from 298,028,800 linear feet, valued at $7,095,959 in 1951, to 267,643,072 feet, valued at $6,184,418 last year. Shipments of 35mm. positive raw stock increased in terms of linear feet but dropped slightly in terms of dollar value. All other raw stock categories fell both in terms of footage and dollars.

Shipments of cameras fell from 18,164 cameras, valued at $1,531,326 in 1951, to 16,614 cameras, valued at $1,316,540 last year. Exports of 35mm. cameras increased both in terms of number and dollar value, while shipments of 8mm. cameras increased in number but fell sharply in dollar value. Both the number and value of 16mm. camera exports fell.

$51,750,000 Blacklist Suit Filed on Coast

LOS ANGELES, March 10.—Damages totaling $51,750,000 are sought from 17 film companies, the Motion Picture Association of America, the Society of Independent Motion Picture Producers, 20 individuals and also members of the House Un-American Activities Committee in a Superior Court suit filed here by 23 individuals today charging conspiracy to deprive them of employment both inside and outside the film industry.

The HERALD INSTITUTE of Industry Opinion

Report on ADVERTISING

FOR the first time, the combined thinking of the industry on this important subject has been ascertained. All three of the Institute's Panels —thoroughly representative of Production, Distribution and Exhibition—have evidenced keen interest in their study of questions dealing with: More informative advertising copy; the need for creation of new advertising styles; misrepresentative appeals; expenditure allocations; comparative newspaper rates; pre-selling through national magazines; and trade advertising policy. The analysis of the opinion of the Institute Panels will appear—

in this week's issue of

MOTION PICTURE HERALD

MPAA Annual Meet Set for March 30

The annual meeting of the Motion Picture Association of America will be held on March 30, if a sufficient number of directors are available at the time.

On the agenda will be the annual election of officers and directors and the appointment of standing committees for the ensuing year. Indications are that all present officers will be reelected and that James R. Grainger, RKO Radio president, will be elected to the MPAA board as that company's representative.

Clark Firm Will Service 3-D Glasses

Matthew Fox, in partnership with Commerce International Co., has completed a deal with National Film Service, for the sale and distribution of glasses for three-dimensional films.

National Film Service, of which James P. Clark is president, is a nation-wide organization covering every exchange city. It is affiliated with National Film Carriers. National Film will be ready March 16 to service exhibitors' requirements locally with delivery scheduled for May 15. Output between now and May 15 will be used for emergency requirements for engagements of "Bwana Devil" and contemplated engagements of the Marciano-Walcott fight and "House of Wax."

Asks Continuation Of AMPA School

A resolution calling for the continuation of the Associated Motion Picture Advertisers' school was approved here yesterday at AMPA's annual membership luncheon. The resolution calling upon the new administration to continue the school received the endorsement of the more than 20 members attending.

The meeting also selected the following nominating committee and alternates to choose an incoming slate: Gordon White, chairman, Blanche Livingston, Burt Robbins, Bill Bolle, Vincent Trotta, Ray Gallagher, Ray Gallo and alternates Leon Bamberger and Rutgers Neilson.

Meet Tomorrow on Mass. Booth Ruling

BOSTON, March 10. — Irving A. Isaacs, president of Independent Exhibitors, Inc., and Ted Rosenblatt, president of Drive-in Theatres Association, both New England units of national Allied, have called a special membership meeting here Thursday to further clarify the decree and enjoinment of Judge Francis Donahue, in which he declared that certain regulations of the Commissioner of Public Safety are void and unenforceable. He said that the regulation, requiring two operators in a booth at the same time is invalid.

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ABOVE: *This cover of LOOK will make showmanship history. Read about it below.*

M-G-M SCORES ANOTHER FIRST!

A unique promotion idea for a great box-office attraction, M-G-M's sparkling TECHNICOLOR musical!

I LOVE MELVIN

THIS IS M-G-M's TIE-UP WITH Look :

1— The LOOK cover above featuring Debbie Reynolds is part of the story theme of "I LOVE MELVIN" and appears importantly in the production.

2— The same cover that appears in "I LOVE MELVIN" is on LOOK, issue of April 7th, out on March 24th.

3— The same issue carries a story about Debbie, Donald O'Connor and "I LOVE MELVIN."

4— LOOK will furnish magazine distributors with thousands of 2-color "I LOVE MELVIN" truck posters (size 44" x 28").

5— LOOK will distribute 50,000 "I LOVE MELVIN" newsstand cards.

6— LOOK field men and American News Company branches are at your service. Communicate with them.

26 MILLION PEOPLE SEE FILM'S HIGHLIGHTS ON T.V.

On Sunday, March 22nd, on Ed Sullivan's CBS "Toast Of The Town" the nation will see highlight scenes and hear musical excerpts from "I LOVE MELVIN." Seeing is believing. It's like a trailer in homes across America.

THE SHOWMANSHIP MUSICAL!

On March 14th NBC's "What's The Score" 3:30 P. M. will play the M-G-M Records Album. See the press book and use the live-wire ideas. From coast-to-coast the folks will be saying "I LOVE MELVIN."



M-G-M presents
"I LOVE MELVIN"
Starring
DONALD O'CONNOR · DEBBIE REYNOLDS
with
UNA MERKEL · RICHARD ANDERSON · ALLYN JOSLYN
Color by **TECHNICOLOR** · Screen Play by GEORGE WELLS
Additional Dialogue by Ruth Brooks Flippen • Story by Laslo Vadnay
Directed by DON WEIS • Produced by GEORGE WELLS

Crest Appeal

(*Continued from page* 1)

ing to grant first-run films to the Crest. All eight major distributors are named as defendants.

The suit, seeking injunctive relief and monetary damages resulting from the loss of first-run films, was brought originally in March, 1950. The 1,600-seat Crest, built in 1949, is located six miles from the nearest downtown first-run theatre in Baltimore. According to the petition filed by Theatre Enterprises, the distributors admitted that if the Crest were in downtown Baltimore or were owned by one of themselves it would be granted access to first-run films, but that it was a uniform policy throughout the U. S. to limit the exhibition of first-run pictures to downtown theatres. Such a policy, Theatre Enterprises maintained, violates the anti-trust laws and the Supreme Court opinion in the Paramount case.

Theatre TV Tests

(*Continued from page* 1)

Lee Theatre and Lane Theatre.

The operation will get underway at the Center Theatre, where the filmed portion of the theatre TV educational program will be flashed on the screen, in addition to "live" National Broadcasting Co. television programs picked off the air. The group, following the theatre TV screening, will then discuss such problems as lighting and sound at the Johnny Victor Theatre in Rockefeller Center.

The one-hour educational program, sponsored by the Technical Society's Council of New York, will be seen in seven theatres in New York and New Jersey.

Walton Named

(*Continued from page* 1)

ters in New York, but will travel extensively as my personal representative."

Formerly executive assistant to Grainger for seven years when both were with Republic Pictures, Walton previously had served Republic for five years as Midwest district manager and for three years as Seattle branch manager. Prior to that he owned the Republic franchise in Denver, Seattle, Portland and Salt Lake City in partnership with J. T. Sheffield.

only $644.45* for a

10-DAY HAWAIIAN VACATION!



Includes Mainliner transportation, hotel accommodations and sightseeing.

That's just one of United Air Lines' low-expense Hawaiian Air Vacations. There are six others from which to choose, lasting up to 23 days. Call or write for a free descriptive folder.

UNITED AIR LINES

(*From New York, plus tax)

Independents Hit IFE in MPA Talks

A sharp protest against the subsidization of the Italian Films Export company by major American film firms was issued here yesterday by Joseph Burstyn, president of the newly-formed Independent Motion Picture Distributors Association of America.

The IFE, Burstyn maintained, has been organized as a distributing organization for Italian films in the U. S., to the detriment of established independent distributors of this country and contrary to the American principle of private free enterprise. These sentiments, Burstyn added, were forwarded to the Motion Picture Association of America in a series of meetings between himself and Eric Johnston, MPAA president.

Other officers of IMPDAA are: Arthur L. Mayer, Max Goldberg, vice-presidents; Sanford W. Weiner, secretary; George Margolin, treasurer; and the following board of directors: Burstyn, chairman, Goldberg, Margolin, Mayer, Ilya Lopert and George Roth.

Technicolor Profit

(*Continued from page* 1)

approximated $6,733,000.

Doctor Kalmus noted that 97 features in color by Technicolor or prints by Technicolor exceeded by 21 the previous high mark set in 1951. The British affiliated company produced 28 features, making a total of 125 Technicolor pictures in 1952. He expressed the opinion that the advent of the new wide angle and/or three-dimensional processes will mean an increasing demand for Technicolor services and products.

Negative Sales High

A new record high for negative sales was set with a total of 29,887,631 feet for 1952, compared with the previous high of 25,214,062 feet in 1951. Technicolor's net sales in 1952 were $33,020,559. In 1951 they were $28,896,344.

Kalmus said that Technicolor is taking no position with respect to the relative merits of the dimension processes. "We are currently cooperating with most of them in the interests of the motion picture industry through the means of any device which will enhance the entertainment value or lower the cost of screen presentation entertainment," he said.

Technicolor, Ltd., the British company, also had a record-breaking year in 1952. Total footage was 162,016,619, an increase of 44,684,149 feet over 1951. Total profit before taxes was £780,012, compared with £455,159 in 1951. Net income was £260,012 (1951, £189,159).

Thirty-four features are in production or in active preparation by Technicolor, Ltd.

DuMont Asks

(*Continued from page* 1)

indication that DuMont is prepared to go to court to fight the FCC's finding. A request for reconsideration is a necessary preliminary to a court appeal.

The FCC finding that Paramount did control DuMont was part of the decision which approved the American Broadcasting - Paramount Theatres merger and which found both Paramount Pictures and United Paramount qualified television licensees. The DuMont petition does not affect these issues.

One effect of the FCC decision on control would be to cut down the number of additional television stations that DuMont can get. FCC rules forbid more than five stations to any firm or firms with common control. DuMont now has three stations and Paramount one, so under the FCC ruling, only one more station would be allowed the two firms together. If there should be a finding that Paramount did not control DuMont, DuMont could apply for two more stations and Paramount for four more.

NEWS in Brief . . .

TORONTO, March 10.—The age limit for children who can be admitted to film theatres when unaccompanied by a parent or adult guardian is to be reduced from 16 to 14 years under the provisions of The Theatres Act of 1953, which has been placed before the Ontario legislature.

The concession means that unattended juveniles of 14 years or older can be admitted to performances after 6:00 P.M.

•

Samuel Spring, attorney and author of the book, "Risks and Rights," has been appointed to head a legal committee of the National Television Film Council to investigate current laws regarding defamation, privacy, and sundry legal protection, as they apply to television, it was announced by Arche Mayers, NTFC president.

•

Thousands from the New York Metropolitan area last night converged on Broadway's Astor Theatre to pay tribute to Rosemary Clooney, Hollywood's new star, at the arc-lighted premiere of her first motion picture, "The Stars Are Singing."

•

At least six film companies will be represented at the "Toast of the Town" luncheon honoring Ed Sullivan, columnist and aircaster, which is being sponsored by the Associated Motion Picture Advertisers on March 19 at the Hotel Piccadilly.

Companies already accepting invitations are: Paramount, Warner Brothers, Universal, Loew's, RKO Pictures and United Artists.

•

"The Twonky," Arch Oboler science-fiction picture, has been acquired for release by United Artists, which currently is releasing Oboler's three-dimensional "Bwana Devil." Oboler wrote, produced and directed "The Twonky," which is based on Henry Kuddner's science-fiction short story.

•

WASHINGTON, March 10.—District court Judge Kennedy today dismissed one of the two contempt of Congress counts against Hollywood writer-producer Sidney Buchman.

•

A bomb fashioned from a four-inch pipe was exploded in the orchestra section of Radio City Music Hall here early yesterday afternoon. No interruption of the program resulted and no injuries or property damage were reported.

Police and Fire Department squads were investigating the action, which followed the setting off of several stench bombs in other first-run Broadway houses during the past two weeks.

National Pre-Selling

DARRYL ZANUCK expresses his views on 3-D and CinemaScope in the current issue of *Life*.

Zanuck says, "We don't need depth. My brain gives me depth. I see a tiny man on the screen and my brain tells me it is a man and he has width and height and depth. I have been supplying my own third dimension all my life. What we need is to open up, open up wide."

When Zanuck says "open up wide," he is thinking of CinemaScope, which tries to increase the illusion of reality, not by three-dimensional effect but by width. Its screen is 2.66 times as wide as the normal one and opens up enormous space to the camera eye. *Life* shows how CinemaScope works on the set at its first major trial. "The Robe," a Biblical story, was chosen to inaugurate his ideas.

Also shown is a photograph taken on a "Robe" set. Super-imposed on the photograph are frames showing the width of the picture without the process in a theatre and the size of the picture when using the CinemaScope process.

The 3-D Cinerama process and Ediphor were depicted in previous issues of *Life*.

•

Liza Wilson reports in the March 15 issue of American Weekly *that Virginia Mayo during her childhood in addition to contracting many illnesses common among children picked up an inferiority complex. Virginia says if she had not met Michael O'Shea, her husband, "I'd still be a knucklehead." Mike told her "if she did not stop belittling herself he would beat her to a pulp."*

Virginia Mayo's new picture, "She's Back on Broadway," opens at the Paramount Theatre here today.

•

Five pages are devoted to a profile of Gene Kelly and background material on his latest picture, "Invitation to the Dance," in the current issue of *Look*.

Kelly wrote the story for "Invitation to the Dance," did the choreography and is both star and director. Stills taken on the sets in both Paris and London are used.

Also in this issue is a full color page ad on "Desert Island," and a full page ad on "I Love Melvin."

•

Philip T. Hartung, movie editor of the *Woman's Home Companion*, uses 15 photographs to illustrate the six *Companion*-approved movies listed in the March issue. Also recommended by Hartung are nine other pictures now in release.

•

"On Location" is the caption given to a picture-and-text story on Alfred Hitchcock's latest thriller, "I Confess," in the March issue of Seventeen. *The photographs were made in Quebec during filming. Intimate scenes are used showing how movie-making fascinated the people of Quebec, as well as shots of Ann Baxter, Montgomery Clift and Alfred Hitchcock.*

Also in this issue is a table of contents page ad on "Dream Wife."

WALTER HAAS

Hits Rentals

(*Continued from page* 1)

Walter Reade, Jr., executive vice-president of the TOA, who, with TOA president Alfred Starr and general counsel Herman Levy, elaborated on the organization's position in a trade press conference.

The trio of TOA leaders said they were particularly alarmed over the rental demands because "at long last" there are available a number of pictures with strong box-office appeal. Reade singled out as examples such product as "Peter Pan," "Hans Christian Andersen," "Moulin Rouge," "Salome," "Bwana Devil" and "Call Me Madam." He said he may have left out many other big potential grossing pictures, but that it was almost necessary to have these features in order to stay in business. The exhibitors' plight, he added, was the diminishing returns on the so-called "average" picture, pointing out that top pictures must make up for the lesser films. However, it was indicated that this was impossible because of the high terms.

Starr said he preferred that an adjustment be made on an individual basis, with an appeal to the business sense of the distributors. However, if a "friendly" approach to the problem fails, he said, then the issue will go to the TOA board of directors for action. He said he hoped the distributors would not be so short-sighted as not to realize that they are driving their customers—and "only customers"—out of business. The distributors, he said, must provide the means, through fair film rentals on top pictures, to keep their customers in business.

Starr and Reade said it was not the TOA policy to "call the cops," preferring to explore all other avenues to achieve results. The end result of going to the government on these matters, Starr said, has been disastrous, with the exhibitors "getting the dirty end of the deal." He said he disliked to see the way opened for government regulation and control of the industry, but, he asked, "What can we do if it can't be settled on a friendly basis?"

Reade asserted that the array of good product on the way during the next 90 days was the type that "will keep us in business" and he added that he hoped the distributors would realize they must share the responsibility of keeping theatres in business. A few years ago when the distributors claimed they had to have higher rentals because of higher production costs, exhibitors cooperated, he said, but now the "shoe is on the other foot."

The TOA statement, as issued by Reade, while not advocating immediate Justice Department action, did, however, appear to parallel certain tenets often expressed by Allied, indicating, according to some observers, that the two associations seem to be closer together on a policy platform. In regard to the terms asked on the bigger pictures, TOA said:

"We feel that this practice is economically unsound and is unfair and unjust. We feel, too, that while there is no substantial evidence before us of concerted action by distributors in the employment of this practice, the end result is that exhibitors are being asked by almost all of the distributing companies to agree to film rental terms that leave them no alternative but to increase their customary admission prices.

"The decision of the courts in U. S. vs. Paramount, et al., and the decrees entered therein, all had as a major basis of their philosophy that the distributors were not to compel nor to control admission prices. The current practice of demanding unrealistic film rental is, in our opinion, bringing about indirectly what the law has declared to be illegal if done directly. It cannot be that the courts and the Department of Justice expected this development to occur, nor that they will condone it. It has become increasingly clear that the continuation of this policy by distribution will drive exhibitors to seek relief from the Department of Justice."

Starr said that the projected meeting with Allied on trade practices and arbitration would not be held until after he returned from his European trip, which will end about April 15. He said he was aware of the fact that Allied president Wilbur Snaper had to get his board's sanction before such a meeting could be held. The Allied board will meet late this month in Milwaukee.

Starr expressed the belief that arbitration was not "dead" despite some opinions within the trade to the contrary.

TOA Planning 3-D Clearing House

A clearing house to channel information on tri-dimensional developments to members will be set up here shortly by the Theatre Owners of America. News of technical advancements, installation problems and public acceptance of 3-D pictures in release will be included in special bulletins and in the associations "Progress Reports." The clearing house will be handled by Dick Pitts of the New York office.

Aid Red Cross

(*Continued from page* 1)

Mamaro, who described Red Cross services performed for them and other wounded veterans.

Other speakers included E. Roland Harriman, American Red Cross president; Albert C. Simmonds, Jr., chairman of the New York chapter; Austin Keough, vice-president and general counsel of Paramount Pictures, and Vanessa Brown, film and stage actress.

Harry Brandt, president of the Independent Theatre Owners Association of New York, pledged that organization's members to theatre collections during the campaign.

Skouras said a John Wayne campaign trailer is being made for theatres. Herman Robbins, president of National Screen Service, volunteered the services of his company in its distribution, and Paul Terry of Terrytoons offered his services.

U.K. Quota

(*Continued from page* 1)

sirable that there be an extension of Eady for at least three years which should be achieved, if possible, by voluntary agreement within the industry. He said it is hoped that such an agreement will be forthcoming but that he is convinced that British production must be maintained by such means.

Officers of all trade associations were summoned to the Board of Trade and given the president's ultimatum in advance of his statement to Commons. Since no segment of the industry desires any additional state control, it is believed certain that exhibitors, therefore, will agree to some voluntary plan for the extension of Eady, which they have been reluctant to do before now. However, indications are they will insist upon waiting until the Chancellor of the Exchequer has disclosed the new budget to Commons.

The industry has made no recommendations to the government on either the new quota or the extension of Eady, exhibitors being dissatisfied with the latter and producers asserting they could set no definite production plans until the future of Eady was settled and, without definite production plans, they had no quota recommendations to make. Therefore, the Board of Trade's action today forces the issue.

The current quota year ends next Sept. 30. By statute, a decision on the next quota year's percentages must be made by the preceding March 31.

Code in Mexico Is Being Revised

Mexico City, March 10.—The code ruling the moral and social activities of the Mexican film industry is being revised by Jose Lelo de Larrea, the new director general of the National Cinematographic Board. The code will modernize the existing one that has been in effect for several years.

Equipment Sales

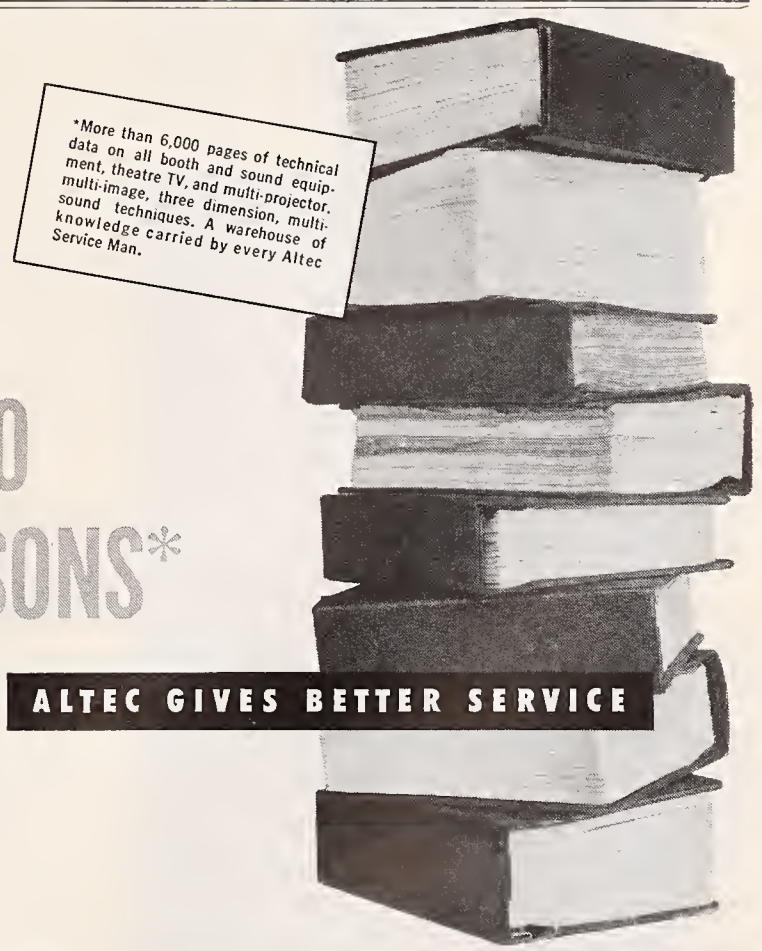
(*Continued from page* 1)

of these items for the first quarter of 1953 are expected to be considerably higher than for the corresponding quarter of 1952, he said.

"As interest in three-dimensional motion pictures increases," added O'Brien, "many theatres are finding that their current equipment is not in sufficiently good condition for the screening of 3-D pictures."

Appoint Kupferman Cinerama Attorney

Theodore R. Kupferman has resigned from the legal department of National Broadcasting to become general attorney for Cinerama Productions, it was disclosed here by Dudley Roberts, Jr., Cinerama president. Kupferman will be associated with the law firm of Chapman, Bryson, Walsh and O'Connell, general counsel to the company.



SERVICE CAN'T BE JUDGED ON COST ALONE. Cheap service can be expensive through unnecessary replacements and failures caused by lack of knowledge. Every Altec Service Man is kept up-to-date on the best method for servicing every piece of booth and sound equipment. His know-how and the technical assistance at his fingertips are your most economical operating insurance. For trouble-free operation have Altec install, service and repair your booth and sound equipment.

ALTEC® SERVICE CORPORATION

161 Sixth Ave., New York 13, N. Y. • The finest technical service for theatres

THE RECORDS HAVE STARTED TO FALL!

RITZ, LA. – OUT OF THIS WORLD!

Watch it next in Miami... March 12th
at Carib, Miami and Miracle Theatres!
...and March 25th at Roxy, New York!
and everywhere for Easter!



BACKED BY MOST POWERFUL TV CAMPAIGN EVER PUT BEHIND A MOTION PICTURE!

Pre-sold for you by

TOAST OF THE TOWN!
Ed Sullivan presents highlight scenes, Sunday, March 29th!

KEN MURRAY SHOW!
Re-creating excitement and festivities of Los Angeles premiere!

COLGATE COMEDY HOUR!
Headlining "Call Me Madam" star Donald O'Connor in person!

YOUR SHOW OF SHOWS!
Staging two of film's sock production numbers. Soon!



IRVING BERLIN'S

"CALL ME MADAM"

TECHNICOLOR

ETHEL MERMAN · DONALD O'CONNOR
VERA-ELLEN · GEORGE SANDERS

Music and Lyrics by IRVING BERLIN

with BILLY DE WOLFE

Produced by SOL C. SIEGEL Directed by WALTER LANG

Screen Play by ARTHUR SHEEKMAN

Based on the Musical Comedy "Call Me Madam"
by Howard Lindsay and Russel Crouse

THERE'LL BE NO EASTER LIKE A 20th EASTER!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 48 NEW YORK, U. S. A., THURSDAY, MARCH 12, 1953 TEN CENTS

Rackmil Sees 3-D Ushering In New Era

Stresses Forward Push While Admitting Doubts

By MURRAY HOROWITZ

The excitement engendered by three-dimensional films has ushered in a new era for the motion picture industry comparable to the advent of sound, Milton R. Rackmil, president of Universal Pictures Co., told stockholders here yesterday at the company's annual meeting.



Milton Rackmil

Rackmil made it clear that his prediction of a new era was not based on the 3-D excitement in itself, about which he expressed many doubts, but the forward push the new

(Continued on page 4)

Urges No Let-up In Anti-tax Drive

MIAMI, March 11.—Sam Pinanski, co-chairman of the Council of Motion Picture Organizations, cautioned the industry today against any slackening of its efforts to obtain exemption from the Federal 20 per cent admission tax. At the same time, he praised the work of the National Tax Repeal Campaign Committee.

Pinanski, who is vacationing at the Roney-Plaza Hotel, said Col. H. A. Cole and Pat McGee, co-chairmen of

(Continued on page 4)

Jones Says Calif. Solons for Tax Bill

California Congressmen are supporting the Mason Bill, (H.R. 157), which would exempt motion picture theatres from the 20 per cent Federal admission tax, according to Burton I. Jones of La Mesa, Cal.

Jones, who is president of the Southern California Theatre Owners Association, has spent the last two days in Washington conferring on the

(Continued on page 4)

TV Sales Down in Six Major Cities

Soft markets for television sales were reported in trade quarters yesterday to prevail here, in Detroit, Chicago, Cleveland, Philadelphia and Boston. A slump in sales has been noticeable for some weeks and no improvement is foreseen in the immediate future, it was said. Somewhat offsetting the slump are sales in newly opened TV territories.

Noticeable improvement in theatre attendance has been reported in the six major cities where the TV market has gone soft, as well as elsewhere throughout the country.

Set Further Tests On March 21 Event

Further tests for the March 21 educational theatre TV program, to be seen in six New York theatres and one New Jersey house, were scheduled yesterday following the initial test at RCA's Center Theatre here.

The group of technicians and TV circuit executives agreed to hold another test next Thursday morning and afternoon, in addition to one on the following day. The last two tests will be devoted to a full dress rehearsal of the one-hour show, sponsored by the Technical Society's Council of New York.

A filmed portion of the projected

(Continued on page 4)

N. J. Allied Facing Censorship, Tax Bills in Trenton

Two New Jersey legislative measures involving censorship and taxes are of prime concern to exhibitors of the state and Allied Theatre Owners of New Jersey is mobilizing its forces to combat them under the guidance of George Gold, the unit's legislative chairman.

Wilbur Snaper, president of both the state unit and national Allied, said here yesterday that Assembly Bill No. 200 empowers communities to set up local censoring boards, which, exhibitors believe, will create a dangerous precedent. The bill has come out of committee with no recommendations, but it is reported that it will come up for a vote in Trenton on Monday.

The other measure, Assembly Bill

(Continued on page 4)

Declare 2 Dividends, First for AB-UPT

American Broadcasting-United Paramount Theatres yesterday declared two dividends, the first since the consummation of the merger of the two companies last Feb. 9.

Leonard H. Goldenson, president, announced that the board of directors declared dividends of 14½ cents per share on the preferred stock and 25 cents per share on the common stock, payable April 20 to holders of record on March 27.

According to Goldenson, the 14½

(Continued on page 4)

GOV'T CONTROLS TO END JUNE 30

Administration Officially Lifts Curbs on Theatre Building and Industry Equipment

WASHINGTON, March 11. — The Administration has officially announced that present controls on theatre construction and on the production of film and theatre equipment will end on June 30.

After that date, official Government allocation controls will be used to channel materials only to top military and atomic energy production and construction. All other production and construction will be free to go ahead without any Government interference —or help—providing they can get materials in the open market.

The new policy was announced by Acting Defense Mobilizer Arthur Flemming. Orders carrying out the new policy will be issued "in a few days," he said.

In Oct., 1950, theatre construction was banned except in the most exceptional cases, and this tight ban remained in effect through Dec., 1952. Since the first of the year, construction controls have been greatly relaxed, but they still are on the books and will apparently remain there until

(Continued on page 4)

Goldwyn Blasts Exhibitors for Terms Protests

Advanced Prices to Be Policy on "Andersen"

Samuel Goldwyn yesterday gave a strong retort to exhibitors who have been protesting increased percentage terms and advanced admission prices on top pictures, declaring that he believed exhibitors had "their nerve" to make such protests. He said flatly that his "Hans Christian Andersen" would play only at advanced prices and that if exhibitors do not want to play it, they do not have to.



Samuel Goldwyn

At a trade press conference here, Goldwyn asked how producers could

(Continued on page 5)

Goldwyn Awaits 3-D Process Uniformity

Asserting that there is no "real" three dimensional system as yet, Samuel Goldwyn said here yesterday that he is holding all production plans in abeyance until there is a uniformity of methods. Goldwyn said that he is developing two production projects for the future but that he would await developments of the various processes before proceeding.

Goldwyn said he did not believe that true three dimensions were obtained through the polarized viewers,

(Continued on page 5)

NY Projectionists Talks Hit A Snag

There was no evidence yesterday of any break in the stalemate on contract negotiations between IATSE Projectionist Local No. 306 and circuit exhibitors in the New York Metropolitan area. Both sides in the dispute acknowledged that no future meetings have been scheduled.

Meanwhile, projectionists continue to work under the extended agreement,

(Continued on page 4)

Personal Mention

BARNEY BALABAN, Paramount president; PAUL RAIBOURN, vice-president, and GEORGE WELTNER, foreign chief, are on the Coast from New York.

•

WILLIAM LESCAZE, theatre architect who installed Cinerama in New York, will speak in Detroit tonight before the Michigan Society of Architects at the Statler Hotel.

•

J. BOB HOFF, president of TESMA and general sales manager of Ballantyne Co. of Omaha, is in New York from that city.

•

SI H. FABIAN and his son, EDWARD L., were in Albany from New York for the funeral of ALEX SAYLES, late Fabian Palace manager there.

•

CLARE ROLOFF, De Vry Corp. public relations head, is here from Chicago.

See Little Chance for N. Y. Censor Bill

ALBANY, N. Y., March 11.—The expected introduction of a bill to repeal motion picture censorship legislation in New York State has not materialized at the present session of the Legislature. The probability of such action now is slim, in view of the fact that March 21 has been tentatively fixed for adjournment. Introduction of a bill would be possible now only through the rules committee of the Senate or Assembly. A favorable committee report and house votes, at this late date, is most unlikely.

Sonya Levien Gets Writers' Award

HOLLYWOOD, March 11. — The Screen Writers Guild has bestowed the "Laurel for Achievement" award on Sonya Levien, for consistent screen contributions over the years.

The award was made at the fifth annual SWG presentation dinner at the Palladium here. Frank Nugent was given the award for the best comedy, "The Quiet Man"; Betty Comden and Adolph Green for the best musical writing for "Singin' in the Rain," and Carl Foreman for the best dramatic writing in "High Noon."

Gulf Allied Hears Simms, DeJarnette

NEW ORLEANS, March 11.—Members and non-members gathered at the Jung Hotel here yesterday for the Allied Gulf board meet to hear John Simms of National Theatre Supply discuss in detail the approximate cost of large screen TV equipment and installation. W. Y. De Jarnette, Altec representative, and Tom Neely, local NTS manager discussed various 3-D systems.

March is American Red Cross Month. GIVE!

$10-Million in Col. Films on Schedule

Hollywood, March 11.—Nine productions, budgeted in excess of $10,000,000, will be on Columbia's sound stages during March, including its third three-dimensional picture.

"From Here to Eternity," "Miss Sadie Thompson" and "The Big Heat," commenced shooting during the first 10 days of the month. These will be followed by "Renegade Canyon, (3-D)," "Ten Against Caesar," "Operation 16-Z," "Rough Company," "Last of the Pony Express," and a serial, "Adventures of Captain Kidd."

Pa. Censor Board Warns on Film Ads

HARRISBURG, March 11.—Pennsylvania exhibitors have been notified by the state censor board that it has been "deluged" with complaints of "sensational" advertising of certain motion pictures. The board points out that under the state law it may "eliminate from films and advertising anything which is indecent, immoral or not moral."

W.B. Will Premiere 'Wax' Abroad and in U.S. At Same Time

HOLLYWOOD, March 11. — Warner Brothers forthcoming third-dimensional "House of Wax" will be booked for world-wide openings to coincide with domestic playdates, Jack L. Warner, executive producer, revealed here today.

The picture will be world premiered at the Paramount Theatre in New York on April 10 and already is booked for a London opening at the Warner Theatre in mid-April. The London showing will be followed by openings in other world capitals as rapidly as prints become available.

Dates also scheduled include Manila, April 22; Singapore Straits Settlements, April 23; Hong Kong, April 23; Havana, April 25; Bangkok, April 25; Mexico City, April 25; Lima, April 26; Panama, April 27; Caracas, April 27; San Juan, April 28.

No Buchman Decision

WASHINGTON, March 11.—A Federal District Court jury reached no conclusion today on a contempt of Congress charge against producer Sidney Buchman. The jury will return tomorrow to resume deliberations.

The HERALD INSTITUTE of Industry Opinion

Report on ADVERTISING

FOR the first time, the combined thinking of the industry on this important subject has been ascertained. All three of the Institute's Panels —thoroughly representative of Production, Distribution and Exhibition—have evidenced keen interest in their study of questions dealing with: More informative advertising copy; the need for creation of new advertising styles; misrepresentative appeals; expenditure allocations; comparative newspaper rates; pre-selling through national magazines; and trade advertising policy. The analysis of the opinion of the Institute Panels will appear—

in this week's issue of

MOTION PICTURE HERALD

Vandalism Costs Lust $500 Weekly

Washington, March 11. — Vandalism, chiefly by teenagers, is causing more than $500 a week damage in his eight-theatre circuit, reports Sidney Lust.

Lust has taken the problem to Parent-Teacher associations. Among the complaints listed were slashed theatre seats, toilet seats torn off, obscene words written on restroom walls, damage to drinking fountains, and theft of drive-in speakers. Lust says he now employs a man full time to make repairs and that this man isn't able to keep up with the damage.

In hopes of working up a campaign to combat the vandalism, Lust plans a luncheon-meeting with representatives of the PTA's school and law enforcement officials, and student representatives.

Denies Beaverbrook Ad Peace Initiative

Max Aitken, son of Lord Beaverbrook, stated in a cable to MOTION PICTURE DAILY from London yesterday, that the Beaverbrook *Express* newspapers there have made "no overture to American film advertisers" to solve the differences between them and the *Express* papers. Aitken added, "The opposite was the case."

Referring to a dispatch from London, published in MOTION PICTURE DAILY on Feb. 25, Aitken said: "No undertaking has been given to curb the Beaverbrook film critics. Nor would such an undertaking ever be given."

Most American film companies in London, riled at habitual sniping at American pictures by Beaverbrook film critics, discontinued their advertising in those papers several months ago. J. Arthur Rank's companies, acting separately, did the same. Distributors and theatres report there has been no decrease in business since the advertising in the *Express* group was stopped.

La Salle College Award to Harris

PHILADELPHIA, March 11.—John H. Harris, Pittsburgh showman and big boss of Variety Clubs International, will be the recipient of the La Salle College Alumni Association "Signum Fidei" (sign of faith) medal. The award is made every year to the person who has done the most to advance Christian principles. By virtue of his work in founding Variety Clubs International, and the outstanding amount of philanthropic work these clubs perform annually, Harris was selected by the committee for this year.

The award will be presented to Harris on April 12 on the campus of La Salle College here.

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LOOKS LIKE EVERYBODY'S COMING TO OUR HOUSE..... APRIL 10TH

DOMESTIC SERVICE
Check the class of service desired; otherwise this message will be sent as a full rate telegram
FULL RATE TELEGRAM | SERIAL
DAY LETTER | NIGHT LETTER

INTERNATIONAL SERVICE
Check the class of service desired; otherwise this message will be sent at the full rate
LETTER

WU PD NEW YORK NY MAR 5 1953 832 P

JACK WARNER
WARNER BROS. STUDIO
BURBANK CALIFORNIA

DEAR JACK: ALL OF OUR ZONE MANAGERS AND HOME OFFICE STAFF SAW THE FOOTAGE OF THE HOUSE OF WAX THIS AFTERNOON AND ALL ARE UNANIMOUS IN THEIR ENTHUSIASM OF THE WONDERFUL PROGRESS AND ADVANCEMENT OVER ANYTHING YET SEEN. THE THIRD DIMENSION WAS SO VIVID AND THE USE OF THE MEDIUM ITSELF SHOWED SUCH ADVANCEMENT THAT IT REALLY JUSTIFIES ALL OUR HOPES ABOUT THE FUTURE OF THIS METHOD OF ENTERTAINMENT. UNQUESTIONABLY WARNER HAS AGAIN PIONEERED AND ADVANCED THIS NEW METHOD OF PRESENTING A STORY. CONGRATULATIONS AND THANKS.

SI FABIAN

WARNER BROS.
PICTURES PRESENTS
"HOUSE OF WAX"
Photographed in
NATURAL VISION 3-DIMENSION
Color by WARNERCOLOR
Starring
VINCENT PRICE
FRANK LOVEJOY
PHYLLIS KIRK
CAROLYN JONES · PAUL PICERNI
Screen Play by CRANE WILBUR · Produced by BRYAN FOY · Directed by ANDRE DeTOTH

THE FIRST FEATURE
PRODUCED BY A
MAJOR STUDIO
IN 3-DIMENSION
WARNERCOLOR

WORLD
PREMIERE
at the
PARAMOUNT,
N. Y.
APRIL 10th
FOLLOWED IMMEDIATELY
THROUGHOUT THE
UNITED STATES, CANADA
AND
GREAT BRITAIN!

Gov't Controls

(*Continued from page* 1)

June 30. On the production front, the U.S. has had, since late 1950, the so-called controlled materials plan, under which manufacturers of theatre equipment and other products were allocated steel, copper and aluminum in terms of certain percentages of their pre-Korea consumption. This, too, will be in effect through the second quarter of this year.

Under the new plan taking effect July 1, only military and atomic contractors and sub-contractors will be granted Government allotments for materials and equipment for production and construction. All other users will have to get their supplies without Government assistance on the free market—but they'll be free to use whatever they can get, without the need of getting any Government approval.

What this amounts to, ODM officials explained, is a negative control over non-military production and construction. Instead of direct controls, telling the producers and builders exactly how much materials they can use and for what purposes they can be used, it will tell them how much of the output of steel, copper and aluminum will not be available on the open market for non-military use.

A few products, like nickel, stainless steel, tungsten, molybdenum and other scarce metals, will remain under 100 per cent Government allocation. This is expected to have little effect, however, on the film industry.

AB-UPT Dividends

(*Continued from page* 1)

cents on the preferred stock is the pro rata portion of the regular 25 cents dividend payable on the five per cent $20 par preferred because of the consummation of the merger.

Goldenson also disclosed that the company had made arrangements for The Bank of New York to buy and sell scrip certificates for fractional shares as agent on behalf of the stockholders. Under this arrangement, the company will pay the costs of the bank's services. This service will be available until June 30 to stockholders desiring to sell their scrip or to round it out into full shares.

Anti-tax Drive

(*Continued from page* 1)

the National Tax Committee, had done "a marvellous job" in uniting the industry behind the campaign. The committee will continue to need help in getting the Mason Bill through Congress, he said, adding "it is to be hoped, therefore, that everybody in our business will hold himself in readiness to give whatever further assistance may be necessary to these men who are performing such a monumental task."

For Tax Bill

(*Continued from page* 1)

admission tax with members of the California Congressional delegation. He said all of the Congressmen he talked to were well aware of the industry's need for tax relief and were prepared to vote for the Mason Bill, which is now before the House Ways and Means Committee awaiting a hearing.

Rackmil Sees New Era

(*Continued from page* 1)

technical advance has given the industry.

When the public answers such questions as the novelty aspect of 3-D, the system it prefers, the question of spectacles and other related problems, "something great" will come out of this 3-D furor for the industry, Rackmil predicted. The Universal president disclosed that he, Alfred E. Daff, executive vice-president, and Charles J. Feldman, general sales manager, will leave here today for the Coast to appraise Universal product and plan future production. They will be followed in a few days by Nate J. Blumberg, chairman of the board.

Questions by stockholders elicited the following information that Rackmil's salary is $80,000 per year; that Universal business in the first quarter of this year is running ahead of last year; and that there is not the "remotest" chance at this time of Universal selling its old or current feature films to home television.

Praised Blumberg

Rackmil, in response to an objection over the modification of Blumberg's contract, praised the former president's efforts on behalf of the company, explaining that he was just as active today as board chairman in company affairs. Rackmil also expressed his views that Universal should adopt a permanent pension plan for its employes, pointing out that Universal is one of the few motion picture companies which has no such plan.

The 10 directors nominated by management were approved by 888,954 votes. Following the meeting the board met and re-elected all officers of the company. Also receiving the approval of stockholders was the modification of Blumberg's contract, the modifications being mainly a redefinition of Blumberg's duties as consultant and board chairman contrasted to his previous post as president.

Rackmil, who acted as chairman of the meeting, expressed doubt whether the 3-D box-office pull is here to stay. He added, however, that Universal was moving cautiously to be prepared for any eventuality, citing the completion of one feature picture in the company's own 3-D process and a Nat Cole-Russ Morgan short subject. He added that "we believe ours (3-D process) is better than others on the market." He expressed the belief that once the novelty aspect is gone, the drawing power of the picture will depend on its entertainment ingredients. It was at this point that Rackmil predicted, despite his reservations, that something great will eventually come out of the 3-D furor and usher in a new era for the industry.

The company's new dividend policy of $1 per annum, paid semi-annually, was described by Rackmil as "fair" and "conservative." Explaining that the board of directors is responsible for declaring dividends, Rackmil stated his own view that dividends should not be increased at this time and that the company should maintain a strong cash position.

He also explained that the industry "has been plagued by anti-trust suits" necessitating large reserves for contingencies. Universal alone, it was added, is subject to claims for damages totaling $180,000,000. Adolph Schimel, vice-president, secretary and general counsel, reported that the most that was paid out by the company either in settlement or judication of anti-trust suits was about $150,000. Schimel added that from $75,000 to $100,000 a year is spent by the company in fighting anti-trust suits.

On the question of television, Rackmil told stockholders that any sale of feature films to home TV "would kill our relations with exhibitors." Basically, he added, the exhibitors are the company's customers. Some day, he went on, the exhibitor may accept the sale of pictures to TV. Now, he declared, there is not "the remotest chance" of Universal taking such a step.

Rackmil explained that United World Films, a TV subsidiary of Universal, has found it economically unfeasible to produce films for television after completing a series of 13 such films. For this reason, he stated, "we have stopped TV production."

Rackmil, in response to a question, acknowledged that Serge Semenko, president of the First National Bank of Boston, was retained by Universal to go to Europe three or four months ago on a special mission relating to the company's frozen funds abroad. He said the company did not pay his expenses. Semenko figured prominently in the negotiations which brought about Decca Records'—of which Rackmil is also president—purchase of the controlling stock interest in Universal.

Rackmil reiterated that there were no plans to merge Decca and Universal. The Universal president was praised by a stockholder for bringing the company's annual meeting to New York instead of Wilmington.

It was reported that Universal spent $2,188,000 last year in advertising, compared to $2,018,000 in the previous year.

Reelected as officers of the company were: Blumberg, board chairman; Rackmil, president; Daff, executive vice-president; Leon Goldberg, vice-president and treasurer; Schimel, vice-president, secretary and general counsel; John J. O'Connor, David Lipton and Edward Muhl, vice-presidents; Eugene F. Walsh, comptroller, assistant treasurer and assistant secretary; George Douglas, assistant treasurer; Morris Davis, Percy Guth and Anthony Petti, assistant secretaries.

1st Grainger Sales Meet in Chicago

James R. Grainger, president of RKO Pictures, will meet with the company's home office sales executives and district managers in Chicago on March 20-21 to report on the results of his recent visit to the studio and his conferences with Howard Hughes, chairman of the board.

The meetings will mark Grainger's first get-together with RKO's key sales personnel since he was elected president of the company on Feb. 18.

Accompanying him to Chicago from the home office will be Edward L. Walton, his executive assistant; Charles Boasberg, general sales manager; Walter Branson, assistant general sales manager, and Nat Levy, Eastern division manager. David Prince, Southern division manager, will join them in Chicago.

N. J. Allied

(*Continued from page* 1)

No. 170, would permit the state to collect a 10 per cent tax on admissions to theatres showing closed circuit televised boxing matches and other sporting events. At present, such a law would affect few theatres in the state but its impact would be felt as more theatres install large screen television. The bill is considered by New Jersey Allied to be discriminatory, exhibitors feeling that they should not be assessed any more than bars and taverns having television sets. If passed, the bill would mean that there would be a 30 per cent tax on tickets to TV performances.

Changed Their Minds

Snaper said that the wave of pre-releases and demands for higher terms and increased admission prices were factors in attracting new members to exhibitor organizations. Speaking for his own unit, Snaper said that recent membership meetings not only drew greater attendance but a large number of non-members who joined or planned to join the organization. He said that exhibitors who previously believed that they did not need an association have changed their minds.

Citing theatre closings in New Jersey, Snaper said that he believed if the policy of pre-releases and higher terms continue, more houses will have to go dark. He said that in one area in which he has theatres, seven out of 15 in a radius of 10 miles have closed or dropped to part-time operation in the last two years.

At a membership meeting Tuesday in the Hotel Astor, the unit voted to hold a state convention this year in Atlantic City. None was held last year. Dates have not been set. Considerable time was given over to three dimensional pictures at the Tuesday meeting. Members who had played "Bwana Devil" gave a report on their experiences and cautioned other members on possible mistakes in installations.

Projectionists

(*Continued from page* 1)

the expiration date of which was last August. The dispute centers around union demands for a 15 per cent wage hike, inclusive of welfare provisions, above the $87 per week paid per man currently, in addition to a five per cent welfare provision. Affected are the following: Loew's, RKO Theatres, Stanley-Warner, City Investment, Radio City Music Hall, and the Paramount, Rivoli and other Times Square first-run theatres.

Local 306, in the meantime, has filed a suit against the Marcus Loew Booking Agency, RKO Service Corp. and Radio City Music Hall Corp. in New York for $1,000,000 each on charges the defendants breached their contracts with the union. Local 306 claimed that for the past six years, the defendants have failed to pay their projectionists overtime for the time spent in preparing the show.

Further Tests

(*Continued from page* 1)

show was seen yesterday by the technical group. General reaction was that the film was not as good for the theatre TV medium as the "live" program projected on the large-screen, which was taken off the air.

RKO RADIO PICTURES, Inc.
TRADE SHOWINGS of
"THE BIG FRAME"

ALBANY
Fox Scr. Rm. Thurs. 3/19 3:30 P.M.
1052 B'way

ATLANTA
RKO Scr. Rm. Thurs. 3/19 10:30 A.M.
195 Luckie St., N.W.

BOSTON
RKO Scr. Rm. Thurs. 3/19 2:30 P.M.
122-28 Arlington St.

BUFFALO
Mo. Pic. Oper.
Scr. Rm. Thurs. 3/19 3:30 P.M.
498 Pearl St.

CHARLOTTE
Fox Scr. Rm. Thurs. 3/19 3:30 P.M.
308 S. Church St.

CHICAGO
RKO Scr. Rm. Thurs. 3/19 11:00 A.M.
1300 S. Wabash Ave.

CINCINNATI
RKO Palace
Scr. Rm. Thurs. 3/19 9:30 P.M.
12 E. 6th St.

CLEVELAND
Fox Scr. Rm. Thurs. 3/19 2:30 P.M.
2219 Payne Ave.

DALLAS
Rep. Scr. Rm. Thurs. 3/19 10:30 A.M.
412 S. Harwood St.

DENVER
Para. Scr. Rm. Thurs. 3/19 3:30 P.M.
2100 Stout St.

DES MOINES
Fox Scr. Rm. Thurs. 3/19 10:30 A.M.
1300 High St.

DETROIT
Blumenthals
Scr. Rm. Thurs. 3/19 2:30 P.M.
2310 Cass Ave.

INDIANAPOLIS
Univ. Scr. Rm. Thurs. 3/19 2:30 P.M.
517 N. Illinois St.

JACKSONVILLE
Florida State
Scr. Rm. Thurs. 3/19 9:00 P.M.
128 E. Forsythe St.

KANSAS CITY
Para. Scr. Rm. Thurs. 3/19 2:30 P.M.
1800 Wyandotte St.

LOS ANGELES
RKO Scr. Rm. Thurs. 3/19 10:30 A.M.
1980 S. Vermont Ave.

MEMPHIS
Fox Scr. Rm. Thurs. 3/19 2:30 P.M.
151 Vance Ave.

MILWAUKEE
Warner Scr.
Room Thurs. 3/19 10:30 A.M.
212 W. Wisconsin Ave.

MINNEAPOLIS
Fox Scr. Rm. Thurs. 3/19 10:30 A.M.
1015 Currie Ave.

NEW HAVEN
Fox Scr. Rm. Thurs. 3/19 3:30 P.M.
40 Whiting St.

NEW ORLEANS
Fox Scr. Rm. Thurs. 3/19 10:30 A.M.
200 S. Liberty St.

NEW YORK
RKO Scr. Rm. Thurs. 3/19 10:30 A.M.
630 Ninth Ave.

OKLAHOMA
Fox Scr. Rm. Thurs. 3/19 2:30 P.M.
10 North Lee St.

OMAHA
Fox Scr. Rm. Thurs. 3/19 10:30 A.M.
1502 Davenport St.

PHILADELPHIA
RKO Scr. Rm. Thurs. 3/19 10:30 A.M.
250 N. 13th St.

PITTSBURGH
RKO Scr. Rm. Thurs. 3/19 3:00 P.M.
1809-13 Blvd. of Allies

PORTLAND
Star Film
Scr. Rm. Thurs. 3/19 10:00 A.M.
925 N.W. 19th Ave.

ST. LOUIS
RKO Scr. Rm. Thurs. 3/19 1:00 P.M.
3143 Olive St.

SALT LAKE CITY
Fox Scr. Rm. Thurs. 3/19 3:00 P.M.
216 E. 1st St. South

SAN FRANCISCO
Fox Scr. Rm. Thurs. 3/19 10:30 A.M.
245 Hyde St.

SEATTLE
Jewel Box
Scr. Rm. Thurs. 3/19 2:30 P.M.
2318 2nd Ave.

SIOUX FALLS
Hollyw'd Thea. Thurs. 3/19 9:00 A.M.
212 N. Philips Ave.

WASHINGTON
Film Center
Scr. Rm. Thurs. 3/19 3:30 P.M.
932 New Jersey Ave.

Review

"Lili"

(*Metro-Goldwyn-Mayer*) *Hollywood, March* 11

MANY a time and oft, during the 81 minutes of this delightful entertainment, the Technicolor camera comes up with a sequence as three-dimensional as anyone ought to expect to witness, with or without glasses, and this is without trying. It is also without need, for "Lili" has some very special dimensions of its own, measurable by degree rather than by number, and the chief of these is charm, carried here to the nth power. Like most of the truly great pictures, this one is hard to describe precisely, but the pleased people who see it on opening day can be depended upon to convey the news of its merits clearly and productively to friends and acquaintances, as they always do. It is a picture sure to gratify all types of people in all kinds of theatres, and likely to run long in most of them.

The principal players in "Lili" are Leslie Caron, Mel Ferrer, Jean Pierre Aumont, Zsa Zsa Gabor, Kurt Kasnar and four Walton & O'Rourke puppets named Carrot-Top, Marguerite, Raynardo and the Giant. The producer is Edwin H. Knopf, who used a screenplay by Helen Deutsch, based on a story by Paul Gallico, and who also wrote, with Bronislaw Kaper—who furnished the music for the production—the single song in the film, "Hi-Lili, Hi-Lo," which could become a great hit. All of those named, including the puppets*, are likely to be remembering this film as their favorite credit when they come to the age of dandling grandchildren on reminiscent knees.

The splendid film these talented co-workers have put together may be most precisely termed, perhaps, a practical fantasy. That is, the things that happen on the screen probably could, but probably wouldn't, yet are most important and fascinating things nevertheless. The picture combines the finest of film story-telling with the artistry of the puppeteer and the grace of the ballerina (no all-out ballet dancing here; just simple stuff that even the plain actors can go along with) in the presentation of the experiences of an unsophisticated French girl who finds wonderment, bepuzzlement, enlightenment and finally romance as an impromptu member of a small French carnival troupe. Miss Caron is magnificent as the principal character, and so are all the others.

Running time, 81 minutes. General audience classification. Release date, not set.

WILLIAM R. WEAVER

*—*Well,* these *could.*

Goldwyn Blasts

(*Continued from page* 1)

be encouraged to make great pictures if "exhibitors talk like that." He said that the negative cost on "Andersen" had been approximately $4,000,000 and that the picture would have to gross $8,000,000 before he could break even. Goldwyn said he was having no trouble in selling "Andersen" because it is his biggest hit. He also said that the minimum admission price for children would be 50 cents on the picture; he sharply criticized the policy of some theatres in allowing children to see important product for as low as nine cents and, in some cases, for no charge at all.

Goldwyn said he was thankful that there are many exhibitors who realized producers' problems and are willing to pay top terms for top pictures. He said that the public does not have the "picture habit" today, pointing out that families make up their minds on what they want to see before going out. It's not a question of price but the quality of the picture that counts, he said. And families will keep coming back if they can see good family pictures, he added.

Goldwyn said it was true that the cost of living had gone up. But he questioned whether people "squawked" at the higher costs of clothing, eggs and other commodities. He asked if he were supposed to lose money for delivering a box-office attraction. He indicated that it would be better if some exhibitors paid more attention to their theatre operation "instead of running to Washington."

Goldwyn to Salute Kaye On Palace Stage Here

Samuel Goldwyn, producer of "Hans Christian Andersen," will salute Danny Kaye, the star of the picture, on the stage of the Palace Theatre here tonight. The producer will pay tribute to Kaye for his successful engagement at the Palace—now in its eighth week—and his performance in "Hans."

Goldwyn Awaits

(*Continued from page* 1)

adding that "there is still a great deal of work to be done in this field." He said that he couldn't afford to "jump into the new medium blindly" and that he wanted to wait until he could use the right method to the fullest extent. So far, he said, he is not excited about the various developments, but he contended that "out of all this process of change, I see larger audiences and a greater future for motion pictures than ever before."

Goldwyn stated that he had not seen CinemaScope but that he had seen Cinerama and most of the other processes, adding that "I do not believe that any system based on the use of glasses is the final answer." He said that he was not sure that Cinerama would be economically adaptable for general use even though it has been very successful in its New York run.

"However," Goldwyn added, "I am sure that out of all the work being done, a uniform system will be developed that will give the public all the advantages of sound and color plus a new dimension. With this uniformity, the basic entertainment value of motion pictures will be greatly increased."

In the rush of excitement about the new processes, Goldwyn said, "we must not forget that over any long run, the public will not accept novelty in place of real values. The public may today rush to see something new on the screen, just because it is new, but tomorrow the public will want to have—and will be entitled to get—motion picture entertainment that is based on telling a story that keeps the audiences interested and entertained."

Goldwyn will be in New York until April 22 when he will depart for an extensive tour of Europe.

RKO RADIO PICTURES, Inc.
TRADE SHOWINGS of
"SPLIT SECOND"

ALBANY
Fox Scr. Rm. Thurs. 3/19 2:00 P.M.
1052 B'way

ATLANTA
RKO Scr. Rm. Thurs. 3/19 2:30 P.M.
195 Luckie St., N.W.

BOSTON
RKO Scr. Rm. Thurs. 3/19 10:30 A.M.
122-28 Arlington St.

BUFFALO
Mo. Pic. Oper.
Scr. Rm. Thurs. 3/19 2:00 P.M.
498 Pearl St.

CHARLOTTE
Fox Scr. Rm. Thurs. 3/19 2:00 P.M.
308 S. Church St.

CHICAGO
RKO Scr. Rm. Thurs. 3/19 2:00 P.M.
1300 S. Wabash Ave.

CINCINNATI
RKO Palace
Scr. Rm. Thurs. 3/19 8:00 P.M.
12 E. 6th St.

CLEVELAND
Fox Scr. Rm. Thurs. 3/19 10:30 A.M.
2219 Payne Ave.

DALLAS
Rep. Scr. Rm. Thurs. 3/19 2:30 P.M.
412 S. Harwood St.

DENVER
Para. Scr. Rm. Thurs. 3/19 2:00 P.M.
2100 Stout St.

DES MOINES
Fox Scr. Rm. Thurs. 3/19 1:30 P.M.
1300 High St.

DETROIT
Blumenthals
Scr. Rm. Thurs. 3/19 10:30 A.M.
2310 Cass Ave.

INDIANAPOLIS
Univ. Scr. Rm. Thurs. 3/19 1:00 P.M.
517 N. Illinois St.

JACKSONVILLE
Florida State
Scr. Rm. Thurs. 3/19 7:30 P.M.
128 E. Forsythe St.

KANSAS CITY
Para. Scr. Rm. Thurs. 3/19 1:00 P.M.
1800 Wyandotte St.

LOS ANGELES
RKO Scr. Rm. Thurs. 3/19 2:00 P.M.
1980 S. Vermont Ave.

MEMPHIS
Fox Scr. Rm. Thurs. 3/19 12:15 P.M.
151 Vance Ave.

MILWAUKEE
Warner
Scr. Rm. Thurs. 3/19 2:00 P.M.
212 W. Wisconsin Ave.

MINNEAPOLIS
Fox Scr. Rm. Thurs. 3/19 1:30 P.M.
1015 Currie Ave.

NEW HAVEN
Fox Scr. Rm. Thurs. 3/19 2:00 P.M.
40 Whiting St.

NEW ORLEANS
Fox Scr. Rm. Thurs. 3/19 2:30 P.M.
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NEW YORK
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PITTSBURGH
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SALT LAKE CITY
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SEATTLE
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2318 2nd Ave.

SIOUX FALLS
Hollyw'd Thea. Thurs. 3/19 10:00 A.M.
212 N. Philips Ave.

WASHINGTON
Film Center
Scr. Rm. Thurs. 3/19 2:00 P.M.
932 New Jersey Ave.

EXCLUSIVE

THE ONLY FULL-LENGTH FEATURE IN COLOR BY *Technicolor* OF THE CORONATION OF QUEEN ELIZABETH II

EXCLUSIVE

NARRATED BY

LAURENCE OLIVIER

NARRATIVE BY CHRISTOPHER FRY

MUSIC BY THE LONDON SYMPHONY ORCHESTRA



THE J. ARTHUR RANK ORGANIZATION PRESENTS

"A QUEEN IS CROWNED"

A UNIVERSAL-INTERNATIONAL RELEASE

Accessories, trailer and press book available at time of release.

AVAILABLE ABOUT JUNE 10TH

ONLY THROUGH UNIVERSAL FILM EXCHANGES

It will be well worth your while to wait just a few more days after the Coronation on June 2 in order to show your patrons *nothing less* than the *whole* story of this once-in-a-lifetime experience.

CONTACT YOUR UNIVERSAL BRANCH MANAGER NOW!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 49 NEW YORK, U. S. A., FRIDAY, MARCH 13, 1953 TEN CENTS

Film Ads Need An Overhaul, Panel Agrees

Industry Opinion Also Hits Misrepresentation

The industry's advertising is in need of an overhaul, a large majority of representatives of production, distribution and exhibition agree in the current *Motion Picture Herald Institute of Industry Opinion,* published today.

At the same time, the panelists agreed that no pat rules can be laid down for motion picture advertising and that individual pictures and circumstances call for their own, not general, procedures.

The highest percentage of the panelists of all three branches of the industry, 93.3 per cent, are agreed that film advertising should abandon older styles and techniques, even those tested by previous successful use, in favor of a search for distinctive new styles of motion picture advertising.

The next largest combined percent-

(*Continued on page 7*)

Wayne-Fellows Sign New WB Contract

Hollywood, March 12.—The continuation of the present releasing deal between Wayne-Fellows Productions, Inc., and Warner Brothers was disclosed here today by Jack L. Warner, executive producer. John Wayne's next picture, according to present plans, will be a Western in 3-D and in WarnerColor.

Under the deal, John Wayne will star in some of the pictures to be pro-

(*Continued on page 7*)

Texas COMPO Film Exposition Deferred

Dallas, March 12.—The Motion Picture World Exposition which had been planned as a project for the State Fair of Texas in October has been postponed until the 1954 fair. The plan for the subsequent transfer of the exposition to a 22-car streamlined train also has been deferred until next year, when it will be presented as outlined by Paul Short.

R. J. O'Donnell, co-chairman of the

(*Continued on page 7*)

MPAA Delays State Censorship Attacks Pending High Court Rulings

Washington, March 12.—The Motion Picture Association of America has decided to see what two high courts say on two pending censorship test cases before pushing ahead any further with a campaign to repeal state censorship laws.

That was the answer of an MPAA official when asked about the dearth of state bills to repeal state censorship. He said the MPAA had at one time decided to launch an all-out legislative drive this year, but had more recently decided to wait out higher court action on the Ohio newsreel censorship challenge and on the "La Ronde" case in New York.

Ezell Outlines Program of New Int'l Drive-in Group

Dallas, March 12.—The program of the new International Drive-in Theatre Owners Association was outlined here by Claude Ezell, president of Ezell and Associates, founder and organizer of the world-wide drive-in group.

The association will act in concert to attack such problems as discriminatory laws, print shortages, unfair insurance rates, higher film rentals and other factors, Ezell declared. The operator of one of the world's largest independent drive-in circuits outlined the purposes of the organization at an executive committee meeting of the Texas Council of Motion Picture Organizations.

Declared Ezell: "The International Drive-in Theatre Owners was created primarily because drive-in theatres have, since their inception, been looked upon by certain elements necessary to our business as aliens and not an essential part of the industry."

He said every drive-in theatre owner and manager in the world is eligible for membership in the new

(*Continued on page 7*)

Technicolor Ready To Make 1-Strip Negatives in Color

Hollywood, March 12.—With new machinery and process improvements installed in the Technicolor laboratory here, the company now has facilities available for the processing of the newer single strip color negatives such as the Eastman, Ansco and other processes, Dr. Herbert T. Kalmus, president, disclosed here today. In addition, he said, new developments make faster deliveries of rush prints and release prints possible.

With the new improved and ex-

(*Continued on page 7*)

'Salome'

(Columbia)

Hollywood, March 12

PRESENTING a huge cast topped by such potent marquee personalities as Rita Hayworth, Stewart Granger, Charles Laughton, Judith Anderson and Sir Cedric Hardwicke, this $2,000,000 production by Buddy Adler of the climactic period in the life of Salome comes now to take its place in trade history alongside "David and Bathsheba," "Samson and Delilah" and all those other works in kind which (go back and check on down from D. W. Griffith's "Judith of Bethulia" if in doubt) have proved so positively and profitably that the big-scale Bible-story is the safest, surest and paying-est type of box office product discovered to date. It's as nearly axiomatic as anything in show business can be that "Salome" will pile up profits all along its exhibition course, for it is a characteristic of the Bible-story that the big towns and the little ones, the near places and the far, respond uniformly to its billing—and the title of this one bills especially well.

Producer Adler has given the Salome story painstaking and luxurious handling. The painstaking began with the making of choice between the various versions of the Salome story available in the different translations

(*Continued on page 3*)

CinemaScope Exhibit Pulling 400 Exhibitors

Showmen from All Over US to Head for the Coast

Approximately 400 exhibitors from all parts of the country are expected to attend, at their own traveling expense, 20th Century-Fox's demonstration of CinemaScope at the company's Hollywood studios next week. As of yesterday, 200 invitations to exhibitors had been accepted and the list is expected to reach the 400-mark by the end of the demonstration period on March 20. Large circuits are sending representatives to the exhibit, as well as independent theatre owners.

The company is sending its division managers to the Coast for the showings, as well as a contingent of home office executives, including Al Lichtman, William Gehring, Charles Einfeld, Edwin Aaron, Arthur Silverstone and Alex Harrison.

New York exhibition ranks will be

(*Continued on page 7*)

M-G-M Expands Use Of TV in Promotion

In addition to the preview presentations on Ed Sullivan's "Toast of the Town" CBS-TV program, M-G-M is using the television medium to promote other product. The company is planning to re-release "Trader Horn" shortly and will use special television trailers in its promotion. Television trailers also are being used experimentally on "A Woman's Face" and more or less extensively on "Jeopardy." Meanwhile, four more M-G-M

(*Continued on page 7*)

Senate Prober to Talk to Majors

Washington, March 12.—Senate Small Business Committee counsel Charles M. Noone said he had appointments arranged in New York City next week with officials of virtually all of the major distributors.

Noone will talk to the home office officials to get material for the Committee's investigation and hearings on industry trade practices. He said most of the meetings are arranged for Wednesday and Thursday.

Personal Mention

HARRY THOMAS, Souvaine Selective Pictures vice-president in charge of sales, has left here for the Coast and will make several stopovers in the South en route.

•

WILLIAM B. ZOELLNER, head of M-G-M sales for shorts and newsreels, will leave here Monday on a visit to exchanges in Jacksonville, Atlanta, Charlotte, and Washington.

•

MILTON DUREAU, vice-president and general manager of Masterpiece Pictures of New Orleans, left here by plane for that city yesterday following a business visit.

•

LEWIS BLUMBERG, son of N. J. BLUMBERG, Universal board chairman, will be married here tomorrow to NILDA COLON of San Juan, P. R., and New York.

•

NORM LEVINSON of Loew's Poli Theatre, Hartford, and IRV RICHLAND of Hartford Amusements, will return there today from a South American cruise.

•

P. T. DANA, Universal Eastern sales manager, will leave New York today for Cleveland, Pittsburgh and Detroit and will return on Tuesday.

•

BARNEY BALABAN, president of Paramount Pictures, and PAUL RAIBOURN, vice-president, are due here from the Coast over the weekend.

•

PERRY LIEBER, national director of publicity-exploitation for RKO Radio, is scheduled to leave here over the weekend for Hollywood.

•

JACK MARKLE, New England publicist, replaces BOB WEINER as Columbia exploitation man in Boston. WEINER goes to Chicago.

•

WHITNEY NORTH SEYMOUR, of counsel to Paramount Pictures, has been elected president of the American Arbitration Association.

•

ERIC JOHNSTON, MPAA president, has a White House appointment today to discuss Point Four business with President EISENHOWER.

•

BETTE ELAINE SIMON, daughter of CECILE F. SIMON of Warner Brothers here, was married Saturday to HARRY LESHINSKY.

•

JOHN DAVIS, managing director of J. Arthur Rank Organization, Ltd., London, has left New York for the Coast.

•

MERVIN HOUSER, RKO Radio home office publicity manager, has returned to New York from the Coast.

•

GEORGE WELTNER, head of Paramount-International, arrived here yesterday from the Coast.

•

SOL LESSER is due in New York from the Coast next week.

$500,000 Cinerama Debentures Sold

Cinerama, Inc. debentures totaling about $500,000 were sold here to the public yesterday, the first day of a $2,000,000 debenture offering, Gearhart and Otis, the brokerage firm handling the floatation, reported.

A spokesman described the current market as being cautious of all issues of new investments, but expressed the belief that the sale of the debentures will rise following the opening in Detroit on March 23 of "This Is Cinerama."

Cinerama Names Hartley Treasurer

The election of John H. Hartley as treasurer of Cinerama, Inc., replacing Frank M. Smith, was disclosed here yesterday by the company.

Smith will retain his positions as secretary and director of the company. Hartley, who has resigned as cashier and trust officer of the National Mahaiwe Bank at Great Barrington, Mass., will assume his new duties on April 6.

Buchman Is Found Guilty of Contempt

WASHINGTON, March 12.—A Federal District Court jury today found Hollywood writer-producer Sidney Buchman guilty of contempt of Congress for failing to answer a House Un-American Activities Committee subpoena in Jan. 1952.

The jury reached an agreement 45 minutes after it had reported for the second time that it could not reach a verdict. Judge T. Blake Kennedy urged the jury to try once more, and the guilty verdict resulted.

Buchman will be sentenced Monday, and faces up to a year in jail and a fine of $1,000. In the meantime, he was permitted to go free on bond.

Gillis and Ableson In New Para. Posts

Herbert Gillis has been promoted from sales manager at the Paramount Philadelphia branch to branch manager at Cincinnati, effective Monday, A. W. Schwalberg, president of Paramount Film Distributing Corp., announced here yesterday. Gillis succeeds William Meier, who will remain at Cincinnati as sales manager.

Another field personnel change involves Robert Ableson, who has been promoted from salesman in Los Angeles to branch sales manager, succeeding Ralph Carmichael, resigned. Ableson will take over on April 6.

'Wac' Follows 'Hans'

RKO Radio's "Never Wave at a Wac" will be the next attraction at the Criterion Theatre here. It will follow Samuel Goldwyn's "Hans Christian Andersen," which is now playing a 16th week and very likely will continue through Easter.

Full Agenda for MPEA Meeting

A 16-point agenda has been set for foreign department managers of member companies of the Motion Picture Export Association when they meet here next Wednesday.

The program consists of discussions on a new film agreement in Spain, the new import agreement in Italy, the "Golden Jubilee" celebration in South Africa, Eady plan developments in England, legal fees in Brazil, Mexico, France and Italy, the allocation of two remaining licenses in France, tax committee recommendations in Indonesia, by-laws of the newly-created film board in Ecuador, a status report on Japan, a report on Argentina, indemnification of employes in Peru and progress reports on Belgium and Norway.

Many Register for Drive-in Convention

MILWAUKEE, March 12.—Reservations are coming in fast for the national drive-in convention to be held here March 24-26 at the Schroeder Hotel. Thus far 41 of the 48 states are represented, and eight delegates from Canada are expected.

Among the speakers announced are Wilbur Snaper, national Allied president; Abram Myers, Allied chairman-general counsel; Herbert Barnett, president of the Society of Motion Picture and TV Engineers, and Harold Fitzgerald, president of Fox Wisconsin Amusement Corp., who will speak on the newly-formed Showman's Guild, Inc.

MPA's Clark Retains Hockstetter as Aide

WASHINGTON, March 12. — Leo Hockstetter, deputy director of information for the Mutual Security Agency, is scheduled to join the Motion Picture Association of America staff here in another 10 days or two weeks as assistant to MPAA information director Kenneth Clark. A former reporter on the Washington *Times-Herald*, Hockstetter has been with the Economic Cooperation Administration and with MSA for the past four years.

Goldberg Resigns RKO Radio Post

Fred Goldberg has resigned as assistant publicity manager for RKO Radio here, effective March 20. He will reveal his future plans shortly.

Goldberg joined RKO in Oct., 1952, and prior to that was a member of Paramount's home office publicity department where he handled New York newspapers, syndicates, trade papers, promotions and exploitation at various times.

Harding to U.K.

Alfred Harding, assistant to the president of Actors Equity, will leave here for London over the weekend to negotiate a new agreement governing alien actors with the British.

Fears Upped Prices Endanger Tax Repeal

Columbus, March 12.—Robert Wile, executive secretary of the Independent Theatre Owners of Ohio, has a new reason for opposing pre-release, high term pictures.

Such policies, he says, compel exhibitors to raise their admissions; the total amount of admission tax remitted to the Treasury will be greater; the Treasury will be given an argument against repeal of the 20 per cent Federal tax.

20th Opens Merman Film in Miami

MIAMI, March 12.—A crowd of 10,000 was on hand tonight to see and cheer Ethel Merman leading a motorcade along Lincoln Road to the Carib Theatre, where 20th Century-Fox's "Call Me Madam" had its world premiere.

The motorcade included 150 members of the Greater Miami Boys Drum and Bugle Corps. It kicked off an evening of festivities culminating with the showing of the Irving Berlin musical.

Miss Merman, in whose honor today was named "Ethel Merman Day," was welcomed at the Carib by Mayor D. Lee Powell, who presented her with keys to the city.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE STORY OF THREE LOVES"
Kirk DOUGLAS James MASON Farley GRANGER
Pier ANGELI Moira SHEARER Leslie CARON
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

She's Back On Broadway
WARNERCOLOR
VIRGINIA MAYO
PARAMOUNT TIMES SQUARE
In Person
SKITCH HENDERSON AND HIS ORCHESTRA
MONICA LEWIS
EXTRA MOREY AMSTERDAM
Midnight Feature

2 BIG I. F. E. HITS ON B'WAY!

SILVANA MANGANO as Anna
co-starring VITTORIO GASSMAN
BRANDT'S GLOBE B'way & 46th St.


2nd MONTH FERNANDEL In "THE LITTLE WORLD OF DON CAMILLO"
BIJOU 45th St. W. of B'way • CO 5-8215

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Oklahoma Support Goes to Mason Bill

Oklahoma City, March 12.— The Oklahoma unit of the Council of Motion Picture Organizations will join other industry groups in concentrating its tax efforts on the Mason Bill, H. R. 157, according to chairman Morris Loewenstein. In a letter to the state's exhibitors, Loewenstein urges them to contact their Senators and Representatives at once and to use the word "exemption" and not "repeal" of the 20 per cent tax. He also asks the exhibitors to stress the urgency of the bill and request that it "not be encumbered by any other amendments."

Theatres in Buffalo Face A 5% Tax

BUFFALO, March 12.—Mayor Joseph Mruk has proposed a five per cent tax on theatre admissions and other levies in his tax-laden budget for 1953-54. Public reaction to the proposals has been prompt and antagonistic. Officials of groups concerned have voiced strong disapproval of any of the taxes. The Mayor hopes to raise $600,000 annually through the admission tax.

A spokesman for the industry in commenting on the proposed tax on theatres, said: "Theatres are about the most heavily taxed enterprises in the country. We already have a 20 per cent Federal tax. Such taxes on the industry are definitely discriminatory. Right now we are trying to get the 20 per cent tax cut down or eliminated. I don't think the business could stand another tax."

Tenn. Tax Repealer To the Governor

NASHVILLE, March 12.—Tennessee's legislature has passed and sent to the governor for signature a bill repealing a 1949 law authorizing cities and counties to levy a 20 per cent tax on admissions to amusement places.

The local taxing power has never produced any revenue because the law stipulated that it would not apply so long as the Federal government levied a similar tax of the same amount.

Savini to St. Louis On Franchise Deal

R. M. Savini, president of Astor Pictures Corp., flew to St. Louis from here yesterday to confer with Gorelick and Phillips, of Realart Pictures of St. Louis, Inc., and close negotiations whereby Realart will take over the franchise to distribute Astor product exclusively for that territory.

The Astor president will then fly to Hollywood for conferences with Hal Roach, Jr., to line up features now in production for Astor release in 1953 and 1954.

'Lili' Breaks 2 Records

"Lili" opened here Tuesday at the Trans-Lux 52nd Street Theatre to a record-breaking first-day gross of slightly over $2,000 and hit another record-breaking $2,200 for the second day, the theatre reports.

'Salome'

(Continued from page 1)

of the Bible, as well as the fictitious representations given popular circulation by Oscar Wilde, Gustave Flaubert, Lord Alfred Douglas, Richard Strauss, Jules Massenet and other imaginative gentlemen. The version finally chosen, after extensive conferences with various religious authorities, is screen-credited as a screenplay by Harry Kleiner, from a story by Jesse L. Lasky, Jr., and it is free of most of the grisly stage-business and the erotic implications emphasized by the creators of the fictitious versions which, in all probability, are better known to the average ticket-buyer than the Biblical original. This is not likely to make much difference in general audience reaction, however, for the script is quite precise in stating its points.

Miss Hayworth, as Salome, wears a fortune's-worth of the brilliantly-colored garb of the period, and deports herself as every inch the princess (no slinky-siren business this time) throughout, including the dance sequence, which, according to the Kleiner script, was not undertaken for purposes of seduction.

Granger is pictorially correct as the enlightened Roman who befriends the doomed John the Baptist, and competently ardent in the restrained clinches the script allows. Laughton's King Herod of Galilee, torn between fear and license, is the most convincing portrayal in the picture. Judith Anderson's Queen Herodias is dour, crafty and courageous all at once, a complex character even for Miss Anderson's consummate skill. Hardwicke's Caesar Tiberius is powerful, commanding, completely credible, although but briefly present in the story. Alan Badel's John the Baptist is piercingly impressive, probably the most memorable of all the performances.

As it is told here, the story has Queen Herodias determined to stop John the Baptist from making public addresses referring to her as an adultress. Her husband, Herod, is unwilling, due to fear, to stop him. When the queen orders John assassinated, and the attempt fails, Herod has John jailed, for protection, and in this circumstance the queen persuades Salome (her daughter by a former marriage) to dance for Herod at his birthday party, and persuades him, while Salome is dancing, to authorize the beheading of John. When a servant brings in John's head on a salver Salome finds out her mother's true character and denounces her, leaving then, with the Roman, to follow a life of devotion.

The production is big in over-all dimensions, in scale and splendor of settings and presentation, and in the use of large numbers of players. Direction by the distinguished William Dieterle keeps the many-stranded basic story steadily clear, and the performances well balanced. The color by Technicolor is superlative.

Exhibitors can look forward to excellent business with this opulent, star-laden attraction. Its box office potential should be equal in every respect to the receptions given those lavish productions based on Biblical themes which have preceded it to market.

Running time, 105 minutes. General audience classification. Release date, April.

WILLIAM R. WEAVER

'Devil' Goes Abroad Beginning Monday

On Monday, "Bwana Devil," the Natural Vision three-dimensional film being released by United Artists, will open in Puerto Rico, the first opening of a 3-D feature film outside the United States.

The Puerto Rican bow, a UA spokesman disclosed, will be followed in the foreign field by openings in four cities of England on March 20. Subsequent openings running through April and later have been set in Paris, Brussels, Stockholm, Rome, Zurich, Berlin, Singapore and Hong Kong, among other key foreign situations.

A UA spokesman acknowledged that the supply of polarizing glasses poses a problem for the foreign field, but said that this problem is being met. In some countries such as England, a limited supply of permanent polarizing spectacles has been contracted for by UA, it was explained. The major source of supply still is Polaroid Corp., which supplies the throw-away type of spectacles, it was added.

Stewart Search Halted

CHARLOTTE, N. C., March 12.—The search for Worth Stewart, Charlotte theatre circuit owner, has been discontinued. Stewart left Jacksonville, Fla., on Feb. 26 in his plane and has not been heard from since. Civil Air Patrol planes searched areas of North and South Carolina for weeks.

M-G-M Lists Product For Broadway Runs

M-G-M's "Jeopardy," starring Barbara Stanwyck, Barry Sullivan and Ralph Meeker, opens at the Mayfair Theatre here on March 30. "Above and Beyond," currently at the house, will wind up a nine-week run when it is succeeded by "Jeopardy."

Other M-G-M pictures scheduled for Broadway showings are "Battle Circus," starring June Allyson and Humphrey Bogart, following the current picture at the Capitol Theatre. "The Naked Spur," starring James Stewart, Janet Leigh, Robert Ryan and Ralph Meeker, follows the current picture at the State, probably about Easter. Also for Easter week will be "Ivanhoe," teamed with "The Hoaxters" in Loew's greater New York circuit.

Currently on Broadway in addition to M-G-M's "Above and Beyond" at the Mayfair is "The Story of Three Loves," in its second week at Radio City Music Hall. Off-Broadway is "Lili," starring Leslie Caron, which is in its opening week at the Trans-Lux 52nd St. Theatre.

14 More ABC Affiliates

American Broadcasting Co. has acquired 14 new affiliates for its radio and TV networks, bringing its television total to 95 and the number of AM stations to 362, according to Alfred Beckman, ABC national director of station relations.

Would Cut License Fee to Aid Theatres

Annapolis, March 12. — If Baltimore County exhibitors can be helped by only a token license fee to further fight television inroads, help may be on the way.

A bill reducing the annual license fee from as much as $200 to a flat $1 per year which previously passed the Senate has cleared the House and been sent to Governor McKeldin. Senator John Turnbull, the sponsor, said of his measure: "Movie people in the county are going broke and its mainly due to TV."

May Show British Screen Next Week

A demonstration of the British-developed "wide-vision surround," screen equipment which is said to add depth and panoramic size to standard films, may be held here next week. Sol Lesser, who with a group of associates has purchased the U.S. rights from the Donford Corp. of Chicago, is due in New York for a brief stay and will demonstrate the equipment if it arrives from England before he returns to the Coast. The device is now enroute to the United States.

The "surround" permits a projected "flat" picture to "bleed" off a central screen creating an "unframed picture in space" that gives an illusion of both depth and panorama, according to Lesser. The equipment also is said to enhance the values of tri-dimensional pictures made in any process.

Similar screens are now in use in the U. S., one of which is made by RCA.

RCA's Platt Touring On 3-D Installations

A. J. Platt, RCA theatre field sales manager, will spend the next two weeks visiting RCA independent theatre supply dealers in a number of cities to discuss RCA's new 3-D equipment, and installation and service plans relating to the new medium, the company reports.

During his tour, Platt will visit 3-D producers and Hollywood studios, as well as dealers and exhibitors in the Chicago, San Francisco, Denver, Des Moines, Cincinnati and Pittsburgh areas.

Files Equity Suit in Ill.

CHICAGO, March 12. — Attorney Seymour Simon filed a suit here today in Federal District Court on behalf of J. J. McFarland and the Arcadia Theatre, St. Charles, Ill., against the major film companies asking that the Arcadia be furnished first run product. The equity suit claims that the major film companies refused to allow the Arcadia to play pictures until after they have played the Aurora and Elgin Theatres.

Korda Plans 3-D Film

LONDON, March 12.—Sir Alexander Korda, now in Bombay, has announced that the first three-dimensional film to be made outside the U. S. would be his "Taj Mahal," which he plans to produce in India soon with an Indian and European cast.

20th Century-

First Demo

CINEMA

for Producers, Exh

Next week, a momentous new era in motion pictures will be launched at our Studios when we present the first demonstrations of CinemaScope, the most eagerly anticipated development in the history of entertainment.

In addition to showings for industry executives, studio heads, producers, technicians and representatives of the guilds and the press, Mr. Spyros P. Skouras, president of our company, has scheduled a series of showings for exhibitors, personally prepared by Mr. Darryl F. Zanuck and revealing the unparalleled new vista of entertainment potentialities created by the advent of CinemaScope .

x Announces

rations of

SCOPE

itors and the Press

A Series of Four Demonstrations Especially for the
EXHIBITORS OF THE UNITED STATES AND CANADA
will be held
FRIDAY, MARCH 20th, at 2:30 P.M.
and SATURDAY, MARCH 21st,
at 10:30 A.M., 2:30 P.M. and 5 P.M.
ON STAGE 6 OF OUR STUDIO LOCATED AT
WESTERN AVE. AND SUNSET, HOLLYWOOD, CALIF.

We hope you will be able to attend these demonstrations, along with those of your associates who should share this wonderful experience.

Al Lichtman, Director of Distribution, 20th Century-Fox

Motion Picture Daily Feature Reviews

"One Girl's Confession"

(Columbia)

A STORY of fate and irony is spun in this Hugo Haas vehicle which is far superior to its modest budget. Haas, as customary, produced and directed the picture in which he also acts and for which he wrote the script. Attractive Cleo Moore is the victim of strange and ironic twists of fate.

Miss Moore plays the part of a waitress in a tawdry waterfront restaurant who is constantly harassed by the owner. Throughout the picture the camera shows a tendency to linger provoeatively on the contours of Miss Moore. It seems that the restaurant owner not only maltreats Miss Moore, but years ago cheated her father out of a fortune. One day Miss Moore spies the owner collecting some $25,000 in an illegal transaction with a seaman. She plans her retribution and carries it out by stealing the money and hiding it. Next she confesses the theft to the police and serves out her jail sentence for the crime.

Free once more she goes to work again in a restaurant owned by Haas. Gradually she grows to trust Haas, and when he gets into difficulties because of a gambling debt, she offers to help by advising him where the $25,000 is buried.

Once again fate intercedes ironically. Circumstances indicate that Haas has stolen the money and so Miss Moore hits him on the head with a bottle, apparently killing him. Too late, she learns that Haas never stole the buried loot. Whereupon Miss Moore digs it up, donates it to an orphanage, and surrenders to the police. Irony has its day again. It develops that Haas was not killed but merely sustained a few forehead scratches.

The one thing in Miss Moore's life that is not jinxed is her romance with Glenn Langan, a fisherman. And when the curtain comes down she seems happily headed for matrimony. Throughout the picture there are imaginative touches that enhance the entertainment value.

Others in the cast are Ellen Stansbury, Anthony Jochim, Burt Mustin, Leonid Snegoff and Jim Husser.

Running time, 74 minutes. Adult audience classification. For April release.

"Luxury Girls"

(Cines Productions-United Artists)

THE efforts of a group of pseudo-sophisticates in a swank school for girls in the Alps to trap a wealthy man offer the background for "Luxury Girls." The teen-age youngsters accurately portray their roles as obnoxious by-products of an existence that offers them everything except parental guidance. At times the dialogue is a bit choppy and the story and interest are only of average caliber.

Director Piero Mussetta and Carlo Civallero, the producer, have squeezed a few moments of suspense and some good shots of the Alps out of Enno Flaiano's screenplay and a cast of comparatively unknowns. Although the story tends to be fanciful, it has as a background the reality of young girls' heartbreak in their search for acceptance and love.

Susan Stephen, the spirited daughter of an American playboy, enters the school for the international smart set. She is immediately dominated by the school's ring-leaders and forced into a room with a scholarship student. It is only when a wealthy young American becomes interested in Miss Stephen that she is included in the international clique of the upper termers. Trying to follow her father's advice to mature, she rejects her young scholarly friend and takes up with the "worldy" set.

Even though she finds the wealthy American repulsive she maintains contact with him to keep up appearances. When she falls in love with a local mountaineer, Miss Stephen realizes the life she has been leading is quite barren. It is not easy to resolve all her difficulties but she exercises extreme perseverance and emerges the master of the situation.

Others in the cast are Anna Maria Ferrero, Jaeques Sernas, Steve Barclay, Marine Vlady, Brunella Bovo, Rosanna Podesta, Elica Ceganni and Claudio Cora.

Running time, 96 minutes. General audience classification.

"Son of the Renegade"

(United Artists)

IF YOUR patrons like plenty of gunplay, this picture might be what they are looking for, because an abundance of shootings and an aggregation of corpses play major roles. The story line offers enough to satisfy only the most zealous of outdoor action enthusiasts. When the plot begins to drag, someone manages to revive interest temporarily by spraying the area and a number of bystanders with "hot lead."

A flashback starts the action rolling by showing a killer named Red River Johnny roaming the West, eliminating all who oppose him and robbing all who have money. He is a tough cowpoke who evidences only a few actions that are of the kindly and human variety. It is this man's reputation that John Carpenter has to fight to prove that the son of an outlaw can be an exemplary individual. With a few devoted friends at his side, Carpenter rides back to his father's old haunts.

When he arrives in the town of Red River he discovers that he is being framed by a gang of some of the toughest, most wanted criminals in the land. Because of his father's reputation, very few of the residents side with Carpenter. It is only after his guns and fists speak for justice that he convinces the people he is honest. By this time at least half of the town and the entire gang have been killed.

The acting as well as the production and direction are only of average calibre. Carpenter also wrote and produced this Western.

The support includes Lori Irving, Joan McKellen, Valley Keene, Jack Ingram, Verne Teters, Bill Goons, Ted Smile, Bill Ward. Roy Canada, Whitey Hughes, Lennie Smith, Ewing Brown, Freddie Carson, Percy Lennon and Jack Wilson.

Running time, 57 minutes. General audience classification. Release date, March 27.

"White Lightning"

(Allied Artists) *Hollywood, March 12*

THE film treatment of the sport and the spectacle of professional hockey provides a fresh subject on the screen, and the rigging of the game by racketeers provides exhibitors with an exploitation angle still fresh enough in the headlines to make for easier selling. Although the film, headlined by Stanley Clements, Steve Brodie and Gloria Blondell, is not a greater production than its 61 minutes of running time suggests, it is quite marketable.

The production by Ben Schwalb, with Edward Morey, Jr., in association, is workmanlike in a level-headed commonsense way. For instance, there is the firm direction of Edward Bernds, a straight-away handling of values that makes the most of every asset in hand. And there is the straight-line script by Charles R. Marion which leaves no points cloudy and no issues confused. Altogether a neat, trim job.

Clements portrays a hockey star who wangles himself a job with a team owned by a friend of his big brother, and who wins games in spite of the attempts of a fellow-player, in the pay of racketeers, to continue a losing streak dictated by the gamblers. The team-owner's young sister is in love with Clements but he tries to discourage her, on the theory that a hockey player's wife leads a dog's life, but when the hockey title's won and the gamblers are bested, he gives in. Others in the cast include Barbara Bestar, Lyle Talbot, Frank Jenks and Paul Bryar.

Running time, 61 minutes. General audience classifiication. Release date, March 15.

Para. to Use TV On 'War of Worlds'

Paramount is preparing to launch a television promotion campaign on "War of the Worlds" on a national basis.

Seek Insurance Law

ALBANY, N. Y., March 12.—Companion bills have been introduced by Senator Herbert I. Sorin of the Bronx, and Assemblyman Ben Werbel of Brooklyn, which would require establishments operating under a license from a municipality and charging public admission fee, to secure and maintain minimum liability insurance of $25,000 for personal injuries to one person, and $50,000 for more than one person in one accident. An amendment to the General Municipal Law, the measures have been referred to the Cities Committees in each house.

Rank's Theatre TV Into W. Germany

LONDON, March 12. — J. Arthur Rank's Cinema-Television company is installing the first large screen theatre television in Western Germany. The installation is being made at the Europa Theatre, Dusseldorf, where two weeks of TV demonstrations will start Saturday. The equipment will operate on German standards and will show German TV programs.

'Wax' in 'Frisco and L.A.

Added to Warner Brothers' domestic playdates on its three-dimensional "House of Wax" are Los Angeles and San Francisco. The film will open at the Paramount Downtown and Paramount Hollywood in Los Angeles on April 17 and at the St. Francis in San Francisco on April 21.

March, Nagel Handle NY Awards Airing

Fredric March and Conrad Nagel will be the principal figures of the New York portion of the Academy Awards presentation program to be broadcast and telecast on NBC Thursday night.

Nagel will be master-of-ceremonies at the International Theatre in New York, where former "Oscar" winners and nominees for this year's awards who are in the East will congregate. Nagel also will serve as commentator for those portions of NBC's 90-minute Coast-to-Coast telecast and radio broadcast that originate in New York. March will present any "Oscars" that may be won by nominees in New York.

Boston to See Part of Awards TV

BOSTON, March 12. — Television viewers here will be able to see some of the telecasting of the Academy Award's presentations from Hollywood on Thursday, after first being told that a sponsor conflict would not allow the televising to be shown in this area. WBZ-TV has finally cleared sufficient time to take the final hour of the 90-minute telecast.

Rome Customs Law Strictly Enforced

The Rome customs office has informed importing firms there that it intends to enforce strictly a law requiring that goods lying at customs be imported or reforwarded within three months from their arrival, or else the customs authorities "shall consider them abandoned upon expiration of such period, and shall dispose of the goods by putting them on sale." This change was disclosed here by Norman Barnett, vice-president of Barnett International Forwarders.

Savage to NBC Film Unit

David Savage will join the NBC film division as manager of film procurement on Tuesday, Robert W. Sarnoff, vice-president in charge of the division, has announced. For the past two years manager of the film department for WCBS-TV, Savage was associated previously with Official Films in its promotional and sales activities, and prior to that spent two years in Eastman Kodak's research development and testing division in Roehester.

Film Ads

(Continued from page 1)

age was registered against the use of "misrepresentative illustrations or wording—ads which convey an inaccurate impression of a picture or which feature something that is a minor part of it." An industry total of 90.8 per cent said that such advertising should not be used.

In this connection, however, most observed that there is no harm and frequently some advantage in featuring a comparatively minor phase of a picture, or in building a campaign around a supporting player rather than a star if local conditions warrant.

A combined 83.1 per cent of the panelists called for more informative advertising, with clearer indication of picture content. A similar conviction was expressed in respect to trade paper advertising, where 75.4 per cent said such film advertising should be more informative, conveying more information on the saleable assets of pictures.

The panelists agreed that trade paper advertising would be most helpful to film buyers if distributors inaugurated it four to five weeks prior to the actual offering of pictures for negotiation.

National magazine advertising for pre-selling important pictures was advocated by 92.4 per cent of the exhibition, distribution and production panelists. It was also agreed in general that: from over five to almost 11 per cent of a theatre's gross should be spent on advertising and exploitation, depending on the situation; that newspaper advertising should commence six days ahead of openings where a picture plays a week and at least three days ahead for theatres with two changes a week; that generous space should be used throughout the engagement instead of reducing the ad size soon after the opening, and that newspaper amusement ad rates are 25 to 53 per cent higher than regular retail rates in almost half the situations.

Wayne-Fellows

(Continued from page 1)

duced, while Robert Fellows will handle production. Warner stated that the deal was extended before the expiration of the old agreement.

Redecorating for 'Salome'

CHICAGO, March 12.—The Grand Theatre, which has won the Chicago premiere of "Salome," will close for three days prior to the opening of the picture on April 4. During the three-day hiatus the lobby, foyers, and canopy will be redecorated and the theatre will be recarpeted. Price scale for the scheduled eight weeks will be 98 cents until one P.M., $1.20 to five P.M. and $1.50 thereafter, with extra late shows to be run after midnight until four A.M.

BECAUSE WE KNOW IT'S SO
WE KEEP ON SAYING...
FILMACK GIVES YOU MORE SHOWMANSHIP PER DOLLAR AND THE FASTEST SPECIAL TRAILER SERVICE IN THE WORLD.
FILMACK TRAILERS
1327 S. WABASH AVE. CHICAGO
630 NINTH AVENUE, NEW YORK

Showman Suggests Poll in Nation's Theatres to Name Hollywood's 'Bests'

Des Moines, March 12.—The Council of Motion Picture Organizations or exhibitors nationally could conduct a month-long poll of the public in the nation's theatres to determine the best picture, actors, supporting players and other phases of motion pictures in which the public is interested, and have something of greater value to exhibition than the Academy Awards.

That suggestion is made by Charles Jones, secretary of Allied of Iowa, Nebraska and Mid-Central, in a current organizational bulletin.

"We have the means of naming the real national champions of everything in the movie business," Jones writes. That method of selection, he adds, "would give the public a voice, would be a truer picture, and should really get some publicity for motion pictures. They do it in baseball. Why not in movies?"

A similar suggestion was made by Hollywood director Mervyn LeRoy in *Motion Picture Daily* on Feb. 24.

Ezell Outlines

(Continued from page 1)

international organization.

The principal aim of the new association, he continued, is to work together for the good of the industry. Ezell stated that he is making special arrangements with Herman Robbins, president of National Screen Service, for the services of Paul Short, local executive of that organization, to be chairman of the executive planning committee to prepare advertising, promotional, and public relations campaigns, and to design surveys involving the future operations of the drive-in theatre. The results of these surveys will be revealed at the international conclave of the Texas COMPO conference and the International Drive-in Theatre Owners Association, Sept. 28-30.

List Those Attending

Those attending the executive committee meeting were: Karl Hoblitzelle, R. J. O'Donnell, Col. H. A. Cole, Edward H. Rowley, H. J. Griffith, Ezell, Phil Isley, Julius Gordon, Henry Reeve, Kyle Rorex, Short, John Adams, R. I. Payne, Don Douglas, Al Reynolds, A. J. Delcambre, Sam Landrum, Bill Lewis, Heywood Simmons, Ed Green, E. L. Pack, Charles Weisenburg and Joe Bryant.

M-G-M Expands

(Continued from page 1)

films have been set for TV previews on the Sullivan show, continuing the promotion program that it inaugurated last January. The next four pictures from which scenes will be presented are "I Love Melvin," March 22; "Small Town Girl," April 12; "Never Let Me Go," May 3, and "Dream Wife," May 31. Howard Dietz, M-G-M vice-president, said here yesterday that although Sullivan will present excerpts from other companies' pictures from time to time, the majority will be provided by his company.

Legion Puts Four Films in Class B

Four films were placed in Class B and 13 in Class A in the latest Legion of Decency report. Films placed in Class B are "Devotion" and "Duel Without Honor," IFE Releasing Corp.; "One Girl's Confession," Columbia, and "Battle Circus," M-G-M.

March is American Red Cross Month. GIVE!

Film Exposition

(Continued from page 1)

Texas Council of Motion Picture Organizations and director general of the film exposition, said the reason for the postponement was the necessity for Texas COMPO members to devote their efforts to the campaign for the repeal of the Federal admission tax.

Technicolor

(Continued from page 1)

panded plant, Technicolor is prepared to handle either type of photography used by producers; that is, Technicolor three-strip or any of the single-strip color negatives.

March is American Red Cross Month. GIVE!

CinemaScope

(Continued from page 1)

represented by a group headed by Leonard Goldenson, president of American Broadcasting - Paramount Theatres; Harry Brandt, Fred Schwartz, Spyros Skouras, Jr., possibly Si Fabian and Sam Rosen, and others. Spyros Skouras, 20th-Fox president; Lichtman, distribution director, and Earl I. Sponable, head of research, will leave New York over the weekend for the Coast.

The demonstrations will start next Tuesday and will be attended by studio heads, press and executives representing all phases of production and exhibition. A home office spokesman said yesterday that the interest in the demonstrations has been so great that the showings may have to be extended. It is planned to hold two exhibitions daily, at 2:30 and 5:00 P.M.

Making up a major segment of the premiere program will be a test reel showing scenes from Frank Ross' production of "The Robe," which is being CinemaScoped at a cost of more than $4,000,000.

Republic Board Up For Re-election

A slate of five Republic directors will be up for re-election at the annual meeting of company stockholders, to be held here on April 7.

The five are: Arthur J. Miller, Harry C. Mills, John J. O'Connell, Leon A. Swirbul and Walter J. Titus, Jr.

WARNER BROS. TRADE SHOW MARCH 18
"THE SYSTEM"
STARRING FRANK LOVEJOY · JOAN WELDON
WITH BOB ARTHUR · PAUL PICERNI · JEROME COWAN · DAN SEYMOUR
SCREEN PLAY BY JO EISINGER · PRODUCED BY SAM BISCHOFF · DIRECTED BY LEWIS SEILER

ALBANY
Worner Screening Room
110 N. Pearl St. • 8:00 P.M.
ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.
BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.
BUFFALO
20th Century Fox Screening Room
290 Franklin Street 8:00 P.M.
CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.
CHICAGO
Worner Screening Room
1307 So. Wobosh Ave. • 1:30 P.M.
CINCINNATI
RKO Poloce Th. Screening Room
Poloce Th. Bldg. E. 6th • 8:00 P.M.
CLEVELAND
Worner Screening Room
2300 Poyne Ave. • 2:00 P.M.
DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.
DENVER
Poromount Screening Room
2100 Stout St. • 2:00 P.M.
DES MOINES
Poromount Screening Room
1125 High St. • 12:45 P.M.
DETROIT
Film Exchonge Building
2310 Coss Ave. • 2:00 P.M.
INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.
JACKSONVILLE
Florido Theotre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.
KANSAS CITY
20th Century-Fox Screening Room
1720 Wyondotte St. • 1:30 P.M.
LOS ANGELES
Worner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.
MEMPHIS
20th Century-Fox Screening Room
151 Vonce Ave. • 12:15 P.M.
MILWAUKEE
Worner Theotre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.
MINNEAPOLIS
Worner Screening Room
1000 Currie Ave. • 2:00 P.M.
NEW HAVEN
Worner Theotre Projection Room
70 College St. • 2:00 P.M.
NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 1:30 P.M.
NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.
OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.
OMAHA
20th Century-Fox Screening Room
1502 Oovenport St. • 1:30 P.M.
PHILADELPHIA
Worner Screening Room
230 No. 13th St. • 2:00 P.M.
PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.
PORTLAND
Stor Sc. Rm.
925 N. W. 19th Ave. • 2:00 P.M.
SALT LAKE
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M.
SAN FRANCISCO
Poramount Screening Room
205 Golden Gote Ave. • 1:30 P.M.
SEATTLE
Modern Theotre
2400 Third Ave. • 10:30 A.M.
ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.
WASHINGTON
Worner Theotre Building
13th & E. Sts. N.W. • 7:30 P.M.

Motion Picture Daily Feature Reviews

"The Blue Gardenia"

(Warner Brothers) *Hollywood, March 12*

THE exploitation-wise Alex Gottlieb has put together here some marquee names that are also talented, a setting that is Hollywood but is not the picture business, a murder that an audience can go along with, and a newspaper columnist it can take or leave, to make up a melodrama admirably qualified to sell a lot of tickets in today's or any market. Aimed directly at the womenfolk in the plainer walks of life, of whom there are so many and who so largely determine attendance patterns, the picture has more than the standard equipment for commmercial success. With Anne Baxter, Ann Sothern, Richard Conte, Raymond Burr and Jeff Donnell in principal roles, it's an easy show to bill, but producer Gottlieb has also supplied Nat (King) Cole and his musical accomplices in a performance of a song named for the title and figuring in the story. Quite a packet of sales points.

Directing in a leisurely fashion possibly born of the knowledge that he had a lot to work with, Fritz Lang has squeezed the utmost in emotional impact from the principal role, played by Miss Baxter, and the fullest measure of humorous offset provided by Miss Sothern. The script by Charles Hoffman, from a story by Vera Caspary, is likewise a deliberate document, although as evenly-paced as the direction.

In the story the Misses Baxter, Sothern and Donnell are telephone operators who room together, Burr is a calendar-artist whom they meet in the course of the day's work, and Conte is a newspaper columnist who happens to meet the girls and the artist at the 'phone exchange the day before Burr is found dead in his apartment, and who interests himself in the case professionally. The audience knows that Miss Baxter has been with Burr at his apartment and had taken a drunken swing at him with a poker which detectives say is the murder weapon, but neither the audience nor Miss Baxter know for sure whether she connected fatally. Conte writes a letter in his column, addressed to the unknown murderess, inviting her to reveal her identity to his paper in exchange for expert legal defense, and she does so. What happens after that is what the audience pays to find out.

Running time, 90 minutes. General audience classification. Release date, March 28. W. R. W.

"Desert Legion"

(Universal-International)

CAPITALIZING on a bare-chested Alan Ladd, flimsily-clad beauties such as Arlene Dahl and a foreign legion atmosphere, this picture moves along at a fairly fast clip. The plot itself is not unusual, but it adequately serves as a vehicle for flashes of two-fisted action.

Ladd, a captain in the French Foreign Legion, leads a patrol unknowingly to annihilation. He is rescued by Miss Dahl but he refuses to trust her because he suspects her of being one of the followers of an Arab bandit In reality, Miss Dahl is an Arabian princess who lives in a fertile desert paradise. Only after Ladd is released and allowed to be saved by the Legion, does the captain begin to believe the beauty's pleas for aid.

Since the commadant puts little faith in his story, Ladd and Akim Tamiroff, an enlisted man, go AWOL to track down the girl and endeavor to capture the bandit leader. The two are met by a messenger and taken to an exotic land which was thought to exist only in fairy tales. Here, Ladd discovers the peace of the inhabitants is threatened by lust for power of Richard Conte, later proven to be the bandit leader. After a number of stormy sessions in which the existence of the Legion battalion is threatened, the hero proves his mastery over evil and Miss Dahl.

As usual, Ladd does a thoroughly competent job in the lead. He fights, loves and accepts his victories and defeats in a convincing manner. Miss Dahl is quite a handsome individual and enhances the surroundings with her graceful beauty. Tamiroff distributes a few dashes of humor in the proper places to balance the production. Although he seems to be pressing at times, Conte is an adequate villian.

Some interesting desert photography has been captured by director Joseph Pevney and producer Ted Richmond.

Others in the cast are Leon Askin, Oscar Beregi, Anthony Caruso, Don Blackman, Dave Sharpe, Ted Hecht, Sujata and Asoka, George J. Lewis, Henri Latondal, Peter Coe.

Running time, 86 minutes. General audience classification. For April release.

"On Top of Old Smoky"

(Columbia)

FLAVORED with a few songs, gunplay and hard riding, "On Top of Old Smoky" is an up-to-par Gene Autry Western that is sure to please Autry fans and all others who like action pictures. Gail Davis provides the feminine touch and Smiley Burnette delivers the comedy. Autry and the Cass County Boys give out with the music.

It's a formula theme but well done, centering around a toll road operated by Miss Davis. Forces of evil sabotage the road and a lot of skullduggery and murder breaks out. Autry goes to work digging out the villainy and finds that a wily old doctor is behind it all. His purpose is to get Miss Davis to sell the property because it contains valuable minerals. Justice triumphs, but along the way there are some occasional injustices and frequent fisticuffs. Sheila Ryan portrays a showgirl villainess, while Grandon Rhodes is the evil doctor.

Armand Schaefer produced, George Archainbaud directed and George Geraghty wrote the screenplay. Others in the cast are Kenne Duncan, Robert Bice, Zon Murray, Jerry Scoggins, Bert Dodson.

Running time, 59 minutes. General audience classification. March release.

"Cry of the Hunted"

(Metro-Goldwyn-Mayer)

THIS is a vigorous drama of the hunter and the hunted and rates well as entertainment fare. Despite a few isolated moments in which credulity is strained, the picture is one of striking realism and absorbing interest.

Vittorio Gassman plays the tight-lipped young man serving a prison term for being an unwitting accomplice in a robbery. He makes a dashing flight to freedom and back to his home in Louisiana. Barry Sullivan is the officer assigned to bring Gassman back, and a grim cat and mouse game gets under way.

Touches of sentiment relieve the more somber ingredients in the Jack Leonard screenplay. Most of them are provided by pretty-featured Polly Bergen, Sullivan's wife, who is in the habit of cooking bad meat loaf. Another feminine touch is provided by Mary Zavian, the earthy, sensual wife of Gassman.

When Sullivan invades Louisiana, he finds some unhappy adventurers awaiting him. He catches up with his quarry, only to lose him again and wind up with swamp fever. Subsequently, the pursuit is continued through the bayous. Sullivan again captures Gassman, but finds himself the captive of the bayous. The struggle to bring his prisoner out of the swampland is a hurculean one, marked by uncounted setbacks, such as alligators and quicksands. Both men, confused and spent, are about to surrender to the swamps when help arrives.

William Grady, Jr., produced and Joseph H. Lewis directed. Others in the cast are William Conrad, Robert Burton, Harry Shannon and Jonathan Cott.

Running time, 78 minutes. General audience classification. For May release.

"The Bandits of Corsica"

(Universal-International)

SWORDPLAY, knife-throwing and a psychological twist provides interest in this film and keeps the sketchy plot from losing its grip on the audience.

The freedom-loving people of Corsica again call on one of the legendary Corsican Brothers to overthrow a tyrannical dictator and restore just rule to the people. Richard Greene takes the role of the liberator and seems well on his way toward accomplishing his task when his twin brother, who was believed to be dead, stumbles on the scene and disrupts the crusade. Greene, in his dual role, emerges as a convincing fighter and champion of the oppressed, but his British approach to the portrayal leaves much to be desired. Paula Raymond, as the wife of the patriotic brother, decorates the production nicely and does an adequate acting job besides. Raymond Burr produces the desired villainous bearing required by the dictator role. Director Ray Nazzaro and producer Edward Small keep sufficient tension to maintain the adventure pace.

When Greene's twin recovers from an attack of amnesia he decides to kill his brother and take his wife for his own. The basis for his great hatred is an odd psychological twist which has him experience all the joys and sufferings of his brother. Even though the wicked brother makes the proceedings uncertain and filled with danger, the noble Corsican saves his people. When the mentally troubled twin tries to kill his brother one of the patriots ends the fight by killing him.

It is only in death that the twin can escape the torturous double life he has been leading. He asks and receives his brother's forgiveness and knows that now his soul is freed of its torment.

Others in the cast are Dona Drake, Raymond Greenleaf, Lee Van Cleef, Frank Puglia and Nestor Paiva.

Running time, 81 minutes. General audience classification.

Reade Plans Stage Attractions for '53-'54

Currently in the process of lining up a complete program of stage attractions for the 1953-54 season in his circuit's motion picture houses in New York and New Jersey, Walter Reade has announced the booking of a musical show and a ballet.

The Ballet Theatre will play a single performance on April 17 at the Majestic in Perth Amboy. The Lauritz Melchior show, featuring the Metropolitan Opera star, has been booked for single performances on March 27, 28 and 29 at the St. James in Asbury Park, the Community in Morristown and the Oxford in Plainfield. All of the houses are in New Jersey.

W. Pa. Allied Convention

PITTSBURGH, March 12.—The annual convention of Western Pennsylvania Allied has been set for May 4-5 at the William Penn Hotel here.

Cincinnati to Stage Industry Exhibit

CINCINNATI, March 12.—A metropolitan area motion picture exhibit will be staged by Cincinnati exhibitors starting Monday and continuing through April 9 in the Cincinnati Gas & Electric Co. building. It will be patterned after the successful motion picture exhibit at the Ohio State Fair last year.

Paramount, M-G-M, 20th Century-Fox, RKO Radio, Universal and Columbia have contributed display items. Tie-ups for prize contests, advertising and publicity have been arranged with the Cincinnati *Post* and the Gas & Electric Co.

London Gets 'Pan' Apr. 16

Walt Disney's "Peter Pan" will have its European premiere at the Leicester Square Theatre in London on April 16, it was announced here by RKO Radio, which is distributing the all-cartoon feature.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

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Tradewise...

By SHERWIN KANE

LAST week's report by television set manufacturers and dealers of a continuing drop in sales in six of the nation's largest metropolitan markets is but another confirmation of the evidence that has been accumulating for some time that television's hold on the public lasts only until its novelty stage has passed and audiences have become sated.

It is significant that the six markets cited—New York, Chicago, Detroit, Boston, Philadelphia and Cleveland—were among the first to accept television on a mass scale and with the most telling effect upon theatre attendance. It would now appear that the same centers are to be among the first to weary of the miniature screens and return to the theatres, for box-office grosses in every one of those cities have been showing steady improvement for some time, continuing, even, through the current Lenten season. It might well be that the parade has begun.

Los Angeles, the other major metropolitan market which turned

(Continued on page 2)

QP Annual Awards To Be Judged Today

Judging of the 19th annual Quigley Showmanship Awards, conducted by the Managers' Round Table of the *Motion Picture Herald*, gets under way today at Toots Shor's Restaurant here. Forty campaigns selected from the four quarterly judgings will be examined by the panel composed of advertising-exploitation directors of distributing companies, circuits and exhibitors.

Two equal grand awards will be made for campaigns in large and small

(Continued on page 4)

Urges Big Push on Anti-tax Drive Now

All theatremen were urged at the weekend to intensify their drive for the repeal of the 20 per cent Federal admission tax in a special bulletin issued by Pat McGee, Theatre Owners of America's co-chairman of the Council of Motion Picture Organization's anti-tax drive. He said, "we expect a House vote sometime in April" on the Mason Bill to repeal the tax.

McGee suggested that wires and let-

(Continued on page 2)

Multiple Problems Facing 3-D in Drive-in Theatres

By AL STEEN

Conversion of drive-in theatres to tri-dimensional exhibition is still an unsolved problem and, because of a variety of factors, the solution is not in immediate sight, according to theatre equipment authorities. Specialists are working on the obstacles and it is believed that eventually the wrinkles will be ironed out but the process will be slow, equipment men say.

One drawback, it was said, is the large expense even if conversion were a comparative simple process. A principal item is the necessity for two large generators. Then, too, the screen companies are not equipped to make the special screens of the size needed for drive-ins. Currently, the largest screens obtainable are 24 by 32 feet on special order.

Because the reflection from the screen is directional to the projector, equipment men say that only the occupants of those cars down the approximate center of the area will be able to get the three dimensional effect. It is estimated that the passengers in 50 per cent of the cars will

(Continued on page 2)

20th Foreign Staff Joins Others For CinemaScope Show

A large contingent of 20th Century-Fox foreign executives will join domestic and home office officials, in addition to several hundred exhibitors, this week in Hollywood to view the debut of 20th-Fox's wide-screen CinemaScope process.

The series of demonstrations will commence tomorrow for the press and continue through Saturday for exhibitors, studio heads, producers and

(Continued on page 4)

Series on TV to 'Plug' 20th's Product

Widening the scope of its national television promotion with Ed Sullivan's "Toast of the Town," 20th Century-Fox is arranging for the showing of specially-filmed newsreel clips on the CBS-TV show, in addition to the regular presentation of scene highlights from its upcoming pictures.

An example of the publicity approach will see a clip picturing Ethel

(Continued on page 5)

Lewis and Goldberg In I.F.E. Posts

Continuing to step up its expansion activities, I. F. E. Releasing Corp. has appointed Bernard Lewis to a new executive position and named Fred Goldberg publicity manager, it was reported here at the weekend by Jonas Rosenfield, Jr., vice-president in charge of advertising, publicity and exploitation.

Lewis, publicity and promotion man-

(Continued on page 2)

'Trouble Along the Way'

(*Warner Brothers*) *Hollywood, March* 15

THIS is one of the big money pictures of the year. Maybe the biggest one of them. Time will tell about that, as it did about the directly comparable "Going My Way," but it'll be big enough, never worry. It is John Wayne's all-around best picture to date—which is taking in a lot of territory—and it contains John Wayne's all-around best performance, a pair of circumstances that augur an astronomical box office total. More than that, it figures to make a great many millions of motion picture theatre-goers very happy about the whole thing, and to restore confidence in the old truism that motion pictures, when they're good, are the best entertainment show business has devised so far. This is a picture to measure your theatre with, thus: if it doesn't gross capacity, sell the joint. But it will.

Besides Wayne, who never had a more congenial casting, goes Charles Coburn, who could start a new career from here if he cared to, and a child named Sherry Jackson whose acting ability is the kind the Academy has in mind when it speaks of Oscars. These are the big three of the

(Continued on page 4)

3-D Gathering Momentum In The Northwest

Expect 100 Theatres to Be Ready by June 1

MINNEAPOLIS, March 15.—Theatres in the Northwest are swinging to three dimensional exhibition on a large scale, with estimates that more than 100 houses in Minnesota and North and South Dakota will be equipped by June 1.

Led by the Minnesota Amusement Co., other circuits and a large number of smaller situations have placed orders with local equipment houses. Latest to join the parade is the RKO Pantages Theatre here which will open March 25 with Sol Lesser's 40-minute Stereo-Techniques. According to Harry Wiess, RKO Theatres district manager, the circuit's other theatres in this area will be equipped for 3-D as quickly as screens and other equipment become available.

Equipment orders have been placed by Edward Ruben's Hollywood Thea-

(Continued on page 4)

WarnerPhonic Set For 2 More Houses

Contracts for the installation and equipment of WarnerPhonic sound, to be used in conjunction with Warner Brothers' 3-D "House of Wax" at the Paramount Theatre in Hollywood and the Fox in St. Louis, was disclosed at the weekend by Altec.

The equipment will be furnished and installed in time for the showing of the "House of Wax" at the Paramount by April 17 and the Fox by April 28. These two theatres are in addition to the two WarnerPhonic sound installations which Altec is completing at the

(Continued on page 4)

U-I to Intensify Campaigns on 14

An intensification of national promotional patterns such as those being used during Universal-International's current "Charles J. Feldman Silver Anniversary Drive," was announced at the weekend by David A. Lipton, vice-president in charge of advertising and publicity, following two weeks of meetings with home office executives on 14 pictures to be released during the late spring and summer.

(Continued on page 2)

Personal Mention

ROBERT S. BENJAMIN, chairman of the board of United Artists, and MAX E. YOUNGSTEIN, vice-president, will leave New York today by plane for Hollywood.

•

ARNOLD PICKER, United Artists vice-president in charge of distribution, returned to New York over the weekend from Rio de Janeiro, after a six-week tour of England, France, Germany and Brazil.

•

ROBERT T. MURPHY, general manager of the Century Theatre in Buffalo, has been appointed chairman of the theatres division for the current Red Cross drive in that city.

•

HUGH J. CAMPBELL of the Central Theatre, West Hartford, Conn., and MRS. CAMPBELL are grandparents again with the birth of a girl to their daughter, MRS. WALTER PEW.

•

JAMES BRIGHAM, Natural Vision technical expert, will address the Radio-Television-Newsreel Working Press Association of New York on Wednesday on 3-D filming techniques.

•

WALT DISNEY has been chosen "Prince of Laughter" by the Junior Comedians of America for the eighth annual "National Laugh Week" to be celebrated April 1-8.

•

MINNA JACKTER, daughter of RUBE JACKTER, Columbia assistant general sales manager, and MRS. JACKTER, was married yesterday to LARRY KAHN at the Temple Israel here.

•

ARTHUR ISRAEL, assistant to BARNEY BALABAN, Paramount president, will return to New York today from Salt Lake City.

•

RAYMOND KELLER, Walt Disney Productions representative, is in Mexico City to supervise dubbing of "Peter Pan."

•

HARRY POST, owner of the Astor Theatre, East Hartford, Conn., has been elected a director of the Chamber of Commerce.

•

MEYER HUTNER, 20th Century-Fox associate publicity manager, will return here today from Florida.

•

MICHAEL GOULD, Paramount salesman, is being transferred from the Cincinnati to the Cleveland branch.

•

JOSEPH WALSH, manager of Paramount's branch operations, left here yesterday for Buffalo.

•

JOSEPH GIOBBI, manager of the Crown Theatre, Hartford, was married to LORETTA DOMINIE.

•

DEAN MALCOLM of Warner Brothers in San Francisco, announces the birth of his first child, a son.

•

VICTOR SAVILLE, producer, is in New York from Hollywood.

Directors Guild to Give Award to Best Film Critic

HOLLYWOOD, March 15.—An annual award to the professional motion picture critic who writes the "most enlightened and constructive criticism" of the year will be granted by the Screen Directors Guild.

George Sidney, president of the guild, explained that the award will be given to the critic whose writing displays the keenest appraisal of all phases of a motion picture. "His pointing out the faults and shortcomings of a film we consider as important as his praise and commendation of its virtues. We believe that honest and wise criticism is immensely valuable both to the men who create pictures and to the audiences that see them."

Testimonial Tonight For Earl Hudson

DETROIT, March 15.—Civic leaders of Detroit and industry representatives from all over the country will attend the banquet honoring Earl J. Hudson, prominent Detroit theatre executive, tomorrow night at the Sheraton-Cadillac Hotel. Spearheading the testimonial is the Variety Club of Detroit. James Sharkey, general manager of Co-Operative Theatres of Michigan, is chairman.

Hudson has been appointed executive vice-president of the Western division of American Broadcasting, including the television and radio studios in Los Angeles and the television and radio stations in that city and in San Francisco. Prior to the new appointment, Hudson served for many years as president of United Detroit Theatres, a group of 17 theatres now affiliated with AB-PT.

Lewis and Goldberg

(*Continued from page* 1)

ager, has been named to head a new operation which will coordinate I. F. E.'s long-range production and personality publicity in Rome with publicity operations in this country. He will also manage expanded exploitation and exhibitor-relations activities.

Goldberg last week resigned as assistant publicity manager of RKO Radio here and will assume his new duties on March 23. Before RKO, Goldberg was a member of the publicity department of Paramount Pictures, handling New York newspapers, syndicates, trade papers, promotions and exploitation.

'The Goldwyn Story' In 'Home Companion'

Frances Goldwyn has written a story entitled "I Love Making Movies with Sam," which will appear in the April issue of *Woman's Home Companion*. It is a behind-the-scenes tale of the home and studio life of Samuel and Frances Goldwyn. Four-color pictures taken on the set of "Hans Christian Andersen" are used to illustrate. Five-and-one-half pages are devoted to text and layout.

Tradewise...

(*Continued from page* 1)

early in huge numbers from theatres to home TV, also is among the great exhibition areas which has been showing heartening improvement in theatre attendance for some time. Although no softness in TV set sales was reported in the Los Angeles area, it is to be noted that Charles Skouras, leading exhibitor of the Southern California territory, who twice was quoted in national publications as predicting that television would close one-half the nation's theatres, lately has reported substantial increases in the business of his theatres there. It would seem that that in itself would prove his prophecy in error and would restrain him from repeating it today.

•

Not only have TV set sales slumped in the metropolitan areas named but it was also reported that none foresaw improvement in the weeks immediately ahead. Thus the slump might well approach the summer hibernation season of TV's major attractions, extending it, perhaps, to next fall.

In passing, let it be noted that there is no publicized jubilation in the motion picture industry over television's current problems, which are not limited to declining set sales but include, as well, skyrocketing program costs. Nor are there irresponsible predictions by self-designated "authorities" that the economic demise of television is near at hand, as there were in abundance about the future of the motion picture theatre over the past several years.

This industry, it would seem, is content for the moment with the rosy promise of its own new, technological future, and television's place in it as a paid salesman of motion pictures and the theatre.

U-I to Intensify

(*Continued from page* 1)

Lipton returned to the Coast on Friday.

At the same time, Lipton revealed that "Thunder Bay," new James Stewart picture, will be backed by "the greatest promotional effort in the history of the company." It is scheduled for a series of July pre-release engagements and an August release.

Highlighting the campaigns will be an increasing use of television where pictures lend themselves and a continuing use of stars, featured players and studio technical personalities for tours.

Special campaigns are being developed for the J. Arthur Rank Organization's "The Cruel Sea." "It Came from Outer Space," 3-D film, is also to be given national campaign.

The use of touring personalities which has keyed the campaigns on most of the pictures featured in the Feldman drive, is being continued for the two pictures remaining to be released during the drive, "Desert Legion" and "Abbott and Costello Go to Mars."

"Lone Hand" will be given a Texas territorial saturation premiere in April with a group of U-I starlets scheduled to participate in the promotion while Ronald Reagan and Ruth Hampton are to tour key cities in the East in connection with the launching of "Law and Order."

Picture of Spillane Novel to Be First With Dunning 3-D

The first feature to utilize the new Dunning three-dimensional process will be "I, the Jury," the first of Mickey-Spillane's best-sellers to be filmed, it was announced jointly by Arthur B. Krim, president of United Artists, which will release the picture, and Victor Saville, the producer.

The agreement under which the Dunning equipment will be provided was concluded Friday between Saville and Nat Levine, licensing agent for the process. Production is scheduled to begin in Hollywood about April 1.

The Dunning process features the use of a single camera and the normal crew employed for a conventional production. The camera, including motor, weighs about 68 pounds, and the "Blimp" about 40 pounds, "which gives the equipment the advantage of considerable portability," says UA. The patented Dunning finder that combines two stereoptic images into a single composite picture also will be used in filming "I, the Jury."

3-D and Drive-ins

(*Continued from page* 1)

not be able to get the full benefit of the projection of depth. It is also believed that the images will be distorted by weather elements such as fog and rain. Because none of the drive-in screens have more than six-foot candles of reflected light, it is believed that even two-and-half to three times that amount would hardly be enough for good registration.

Due to the size of the drive-in screens, it is believed by some that it would be impossible to coat them with a metallic paint and obtain a smooth surface. Despite these obstacles, a few drive-ins are preparing to install equipment.

Anti-tax Drive

(*Continued from page* 1)

ters to Congressmen should point out that some theatres are staying open on borrowed funds with the hope of early relief which, if not granted soon, may force them to close. Other points which should be stressed, McGee proposed, are that quick hearings and an early vote are needed, since approximately three theatres close every day. Landlords, bankers and other business men, aware of conditions in the industry, should be asked also to write their Congressmen and Senators, McGee stressed.

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BRIGHTER and WHITER ARC with the NEW

NATIONAL 7mm
TRADE-MARK
"SUPREX" CARBON



Closely following general acceptance of the sensational, new 9mm "Suprex" carbon, NATIONAL CARBON now offers greatly improved screen light for theatres with variable-feed, mirror-type lamps, using 7mm high-intensity carbons. Specifically, the new "Suprex" carbon provides the following advantages:

- **Brighter and whiter light**
- **More light at same current or consumption**
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CinemaScope

(*Continued from page* 1)

other industry officials. As the contingent of industry representatives left for the Coast, 20th-Fox at the weekend disclosed the names of scores of exhibitors and others who planned to attend the demonstrations.

Those from 20th-Fox foreign department are: Murray Silverstone, president of the International Corp., and Albert Cornfield, managing director for Europe, Scandinavia, North Africa, and the Middle-East, and Leslie F. Whelan, advertising, publicity and exploitation director of the International organization; Emanuel Silvertone, vice-president of the International Corp.; William J. Kupper, managing director, England; Edward D. Cohen, supervisor of Central and South America; Edward Ugast, supervisor of the Far East; Allen Noye, managing director, Mexico; Spyros D. Skouras, Jr., head of Skouras Theatres, Greece; Ernest Turnbull, managing director, Hoyts Theatres, Australia, and Michael J. Moodabe, governing director of Amalgamated Theatres Ltd., New Zealand.

Among theatremen who have accepted invitations are: Louis Schine, Gloversville, N. Y.; E. D. Martin, Columbus, Ga.; Sonny Shepherd and Harvey Fleishman, Miami; George Stoney, Nashville; Sam Goldstein, Springfield, Mass.; David B. Wallerstein and Jack Rose, Chicago.

Exhibitors attending from the Chicago area will be James Coston, Leo Silverstein, Charles Hogan and S. J. Gregory.

Also R. J. O'Donnell, Dallas; Julius Gordon, Beaumont, Tex.; Ed Rowley, Dallas; John Long, Bay City, Tex.; A. H. Reynolds, Dallas; M. B. Horwitz, Cleveland; Pat McGee, Denver; John Wolfberg, Denver; Monty Gowthorpe, Detroit.

From the Los Angeles area are expected Charles Skouras, Mike Rosenberg, Gus Metzger, Henry M. Lockart, Al Hanson, Ray Olmstead, Floyd Bernard, Harry Popkin; Roy Dickson and Gus C. Diamond.

Also M. A. Lightman, Memphis; L. F. Gran, Milwaukee; Frank Mantzke, Minneapolis; G. L. Dureau, New Orleans; Joy N. Houck, New Orleans.

From New York are expected Leonard Goldenson, Harry Brandt, Walter Reade, Jr., Russell Downing, Si Fabian, Sam Rosen, Fred Schwartz.

Also attending will be Ralph Drewery, Tulsa; Henry Griffing, Oklahoma City; R. D. Goldberg, Omaha. From San Francisco, Mike Naify, Joseph Blumenfeld and R. L. Lippert.

Also Mrs. J. J. Parker, Portland; Frank Newman, Seattle; John Danz, Seattle; Will J. Conner, Tacoma, and Maurice Saffle, Seattle.

'Trouble Along the Way'

(*Continued from page* 1)

picture. Along with them go Donna Reed and Marie Windsor, in the maiden and the meanie roles, respectively, but the distaff side of this story is the short side.

The comparability of this picture to "Going My Way," mentioned above, is a matter of setting, humour and tone, rather than of detail, and it is as comparable, in those respects, to "The Bells of St. Mary's" and "Come to the Stable." In each of these a Catholic institution of one kind or another is in need of funds and the story revolves around the procurement of same. In "Trouble Along the Way" the financially-distressed institution is a small Catholic college that is to be abandoned in consequence of being $170,000 in debt and going deeper by the minute. That foundation similarity is about the only one of moment, and if it didn't limit the success of the others it doesn't figure to foreshorten the destiny of this one.

Wayne plays, with complete naturalness, a discredited football coach who is about to have his 10-year-old daughter taken from him by juvenile authorities when Coburn, Father Rector of impoverished St. Anthony's College, offers him employment as coach in hope of earning, through football receipts, money needed to pay off the school's indebtednes so it need not be closed down. The ways and means by which Wayne and Coburn manage to come up with a football squad capable of beating the best sent against it in Yankee Stadium (before Coburn learns the facts of football life and cancels the deal) are shown in tremendously amusing, and also informative, fashion. The working out of the problems faced by the school, the coach, his daughter, and the many others concerned, is accomplished in a manner too entertaining to be flattened out in a stupid synopsis.

Melville Shavelson, who became a producer on this occasion, wrote the script, with Jack Rose, from a story by Douglas Morrow and Robert Hardy Andrews that may or may not have worn another name but couldn't stack up better than as handled here.

Michael Curtiz, the most versatile director on this or any continent, directed the picture with warm understanding of its human values as well as of its great comedy content.

It's a fine, strong, completely credible and yet steadily surprising story. It might have been just as fine, or a little finer, if Wayne hadn't been required to comment so fluently on Miss Reed's legs and love life, but the character's intent is reputable in all instances and the fault doubtless will be overlooked by the otherwise delighted audiences.

Running time, 101 minutes. General audience classification. Release date, April 4.

WILLIAM R. WEAVER

3-D Gathering

(*Continued from page* 1)

tre, Montevideo, Minn.; the New Ulm in New Ulm, Minn.; Lake at Devil's Lake, N. D., and the Hollywood in Sioux Falls, S. D.

List Houses

Smaller houses placing equipment orders with either National Theatre Supply or Frosch Theatre Supply include the following: Avon, Hankinson, N. D., and Wiley theatre, Lidgerwood, N. D., owned by S. J. Backer; Gopher, Wheaton, Minn., Tom Hetherington; Orpheum, Ortonville, Minn., Dr. D. T. Dawson; Beacon theatre, Superior, Wis., Roy McMinn; Doris theatre, Duluth, Clarence Kaake; Nicholas theatre, Fairmont, Minn., John Brandenhoff; World, Duluth, Cardinal Theatres; Metro theatre, Pine Island, Minn., A. L. Olson; Lido theatre, Arlington, Minn., Ehler Bros.; LeRoy, LeRoy, Mann., L. L. Garnant; and Cannon, Cannon Falls, Minn., Lawrence Wisner. Also, Benjamin Berger's Fergus at Fergus Falls, Minn.; Hopkins at Hopkins, Minn.; Marshall at Marshall, Minn.; Lake, Moose Lake, Minn.; Cavalier, Cavalier, N. D., and the Park at St. Louis Park, Minn.

Minnesota Amusement Co. last week confirmed play dates between April 3 and May 22 for "Bwana Devil" at 19 more of its outstate theatres, bringing to 24 the number at which Arch Oboler-United Artists film will have played. The list includes, Paramount, St. Cloud, Minn.; Fargo, Fargo, N. D.; State, Hibbing, Minn.; Maco, Virginia, Minn.; Chateau, Rochester, Minn.; State, Winona, Minn.; Paramount, Austin, Minn.; State, Mankato, Minn.; State, Minot, N. D.; Capitol, Aberdeen, S. D.; Dakota, Grand Forks, N. D.; Palace, Superior, Wis.; Grand, Jamestown, N. D.; Plaza, Watertown, N. D.; State, Mitchell, S. D.; Lake, Fairmont, Minn.; Huron, Huron, S. D., and State, Madison, Wis. Maco will also equip the Egyptian at Sioux Falls, S. D.

Theatres equipped with 3-D before or by June 1 will have, in addition to "Bwana Devil" and "Stereo Techniques," several other 3-D films available. United Artists is accepting bids for 3-D film of the forthcoming Marciano-Walcott championship fight. Warner Brothers' "House of Wax" opens in New York April 10, has called for bids on first run in Minneapolis, St. Paul, and Duluth. Columbia's "Fort Ti," scheduled for a late April release, will call for bids shortly.

Annual Awards

(*Continued from page* 1)

situations. A third award will be made for the best campaign conducted in a foreign country.

At the annual awards luncheon today, Maurice Bergman, director of exhibitor relations of Universal, will be the principal speaker. Walter Reade, Jr., who originally was slated to make the key address, will be unable to attend.

WarnerPhonic

(*Continued from page* 1)

New York Paramount and the Paramount in Los Angeles, in time for their "Wax" openings.

Despite the organization of Altec's engineering personnel and plant facilities for full WarnerPhonic sound production, it will be possible to deliver multiple-track sound equipment only to a very limited number of theatres in time for the "House of Wax" openings, it was stated. Altec has been working with Warner Brothers on the Coast in conjunction with its WarnerPhonic program.





In the THEATRE Equipment World . . .

. . . *with RAY GALLO*

OVER 400 Walker metallic screens were installed during the last two months by National Theatre Supply, according to W. J. Turnbull, NTS vice-president. Only part of these installations were in theatres showing third-dimensional pictures, for the screen is also suited to regular product and television, Turnbull said. "It is custom-coated for the particular requirements of each theatre," he added, "considering such factors as width and length of the auditorium angle of projection and type of light sources used."

•

Election to new posts on the board of directors of Henry Heide, Inc., New York, of three grandsons of the late Henry Heide, Sr., founder of the 84-year-old candy manufacturing firm, has been announced by Herman L. Heide, president. Andrew H. Heide, formerly vice-president, was named executive vice-president; Victor H. Heide, formerly assistant vice-president, was elected vice-president and secretary, and Vincent H. Heide, formerly assistant vice-president, is now vice-president and secretary.

•

The Camera Equipment Co. of New York has been appointed as another distributor for the Prestoseal "butt-weld" film splicer, known by the trade-name of "Presto-Splicer," and manufactured by the Prestoseal Manufacturing Corp. of Long Island City, N. Y.

•

H. J. Foster has resigned as vice-president of Spacarb, Inc., manufacturers of automatic soft drink dispensers, according to an announcement by L. H. Houston, president. Foster's duties in the fields of sales, service and advertising will be assumed by Howard Richardson with the temporary assistance of Houston. Foster, who joined Spacarb in 1949, has not announced his plans but he intends to remain in the vending field.

•

For the prevention of injuries to fingers from accidental door closings the Magic Door Division of the Stanley Works of New Britain, Conn., has developed a new flexible plastic stripping. Called "Stanvard," it runs the full length of the door at the door jamb, sealing off the danger area from top to bottom. It is fastened to the door frame with aluminum anchor mouldings.

•

A new automatic hot chocolate dispenser with a capacity of 3 gallons, is now being distributed by the Interstate Restaurant Supply Co., Los Angeles. Called the "Excel Dispenser," the unit has thermostatic control designed to keep it at the right serving temperature and a motor-driven agitator which stirs the chocolate constantly to prevent milk scum.

Television--Radio

with Pinky Herman

A NEW series of half-hour NBCluedunits, "Eye Witness," will bow onto the TV scene, Monday, March 30, replacing "Hollywood Opening Night" in the 9:00 to 9:30 P.M. slot. The Neptune production will be directed by Perry Lafferty and will be sponsored on alternate weeks by Ennds. . . . The music goes 'round and around, history repeats itself, life itself is a series of cycles so it is natural for station call letters to make with the gyrations. Some years ago, NBChieftains came up with a bright idea to perpetuate the letters of the NBChain, by successfully petitioning the FCC to permit the change from WEAF to WNBC. WABC, the CBS N. Y. outlet, similarly effected a change to WCBS. Starting March 1, New York again began hearing WABC, this time, belonging to American Broadcasting Co., which discarded the ancient WJZ call letters. . . . Oliver A. Unger former v.p. for Snader Telescriptions and Harold Goldman, ex Eastern sales director of that firm, are now president and general sales manager, respectively, for Television Exploitations, Inc., with offices located in 29 key cities, guaranteeing clients and associated sponsors overall saturation coverage on filmed TV properties. . . .

☆ ☆ ☆

The Violin Virtuoso of Waukegan, Ill., has been the nation's triple-threat star of show biz for so many years that it's news when he DOESN'T win. With his monthly TV show now a regular feature, Jack Benny is now eligible for the TV crown and though we're about eight months from the results of the 1953 television editors *Fame* poll, we're laying odds that Rochester's boss finishes in the money. . . . Producer Walt Framer, stars Bess Myerson and Randy Merriman and two regular models of "The Big Payoff" will head for the Coast where that program will originate for two weeks starting Monday, March 30. . . . *Modern Screen* (Dell) has finally recognized and accepted television. They've added a new regular feature, Paul Denis' gossip column. . . . Lakeside TV Co. is now handling national distribution of the popular western filmed TV series, "Oklahoma Chuck Wagon Boys." . . . Filmcraft Productions, which acquired the TV rights to the entire Mark Twain works, is currently filming a new video series, "Mark Twain TV Theatre." Siegfried M. Herzig, writer of numerous Broadway plays and screenplays, is assisting novelist Robert Nathan in adapting the Twain stories for TV. Gene Mann has just joined Filmcraft as veepee in charge of creative production and sales. . . .



Jack Benny

☆ ☆ ☆

Starting Thurs., April 2, KHJ-TV will have an exclusive two-year right to the Lewis Weiss & Co. TV film series (26 half-hours) "Craig Kennedy, Criminologist," which has been enjoying a terrific listening audience the past few months in Phila. via WCAU-TV. . . . Lonny Starr has been hired for the third consecutive year by Sunset Appliances to describe the wrestling bouts, Thurs. nites via WOR-TV. . . . Leo Israel of the 20th Century-Fox adv. dep't. visited John Reed King's "What's Your Bid?" TV ABContest last week and walked off with several thousand dollars worth of prizes. (But he's a loyal cineMAN. Still positive "Movies are your best entertainment.") . . . Memo to Dore Schary:—Alton Alexander, who was your assistant back in 1927, when you were head counsellor at Cedar Lake Camp, N. Y., has authored over 500 TV scripts for the ABC-TV "Hollywood Screen Test" series. . . . Ralph Paul, announcer of "Strike It Rich," is now a real drum-beater. He returned from a Haitian vacation (a new rhyme, Fred Norman) with a Voodoo drum. . . .

☆ ☆ ☆

LOTSA DOTS . . . Bob Downing (he won the 1952 Dr. Christian award) flies to Houston where his 3-act play, "Around We Go" premieres, April 8. . . . Sid Pink Associates will handle Western Hemisphere distribution filmed TV series, "13 Tall Tales," produced in England by I. G. Goldsmith. . . . Walton & O'Rourke, whose puppets rate a rave in the current MGMasterpiece, "Lili," are currently in Gotham and will be seen pahlenty on TV guestings. . . . Red Buttons will emcee the Nat'l Press Club's shindig for Congressmen, March 31 in Washington.

310 Video Stations Approved to Date

Washington, March 15.—The Federal Communications Commission has approved 29 additional television stations, the largest batch of approvals issued in any one day so far. The total approved since the lifting of the freeze now stands at 310.

TV Series

(*Continued from page* 1)

Merman, star of "Call Me Madam," heading a motorcade to the Miami premiere of the musical to be presented on the March 22 show. A teaser trailer for the March 29 presentation of scenes from the Irving Berlin musical will also be featured that evening.

The two "plugs" will be followed on the April 5 telecast by a six-minute program devoted to "The President's Lady." "Titanic" will be on the April 19 "Toast of the Town" and will get additional publicizing May 3.

Hendricks, McManus Promoted by Warner

HOLLYWOOD, March 15.—Bill Hendricks has been appointed by Alex Evelove as assistant publicity director for Warner Brothers studio. Hendricks begins his new duties tomorrow. At the studio for the past five years as chief exploitation man, Hendricks was with Warner Theatres in the South, Midwest and on the Pacific Coast for 19 years before that.

Stepping up into Hendricks former exploitation spot is John G. McManus, former district and publicity manager for Warner's Pacific Coast theatres.

Cinema Lodge Cites Liebowitz Tonight

Civic and religious leaders will join Cinema Lodge B'nai B'rith officials at the Hotel Astor here tonight in paying tribute to Judge Samuel Liebowitz of Kings County Court.

U. S. Senator Charles W. Tobey of New Hampshire, will present the Cinema Lodge "Honor Scroll" to Judge Liebowitz and will be the principal speaker.

Kaye Drops Monday Night Performances

After 81 consecutive performances, without a night off, Danny Kaye will take one night's rest each Monday, starting tonight. The policy will be in effect for the rest of Kaye's reserved seat engagement.

'Corsica' A UA Film

"The Bandits of Corsica" is being distributed by United Artists and not by Universal-International, as erroneously stated in a review of that production which appeared in MOTION PICTURE DAILY on Friday.

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Para. Moves Forward on 3-D Problems

Seeks 'Fusing' of 3-D And Wide Screen System

Three-dimensional and wide screen developments by Paramount Pictures were revealed here yesterday with the return at the week-end from the Coast of Barney Balaban, president, and Paul Raibourn, vice-president.

The developments were these:

1. Attempts are underway to "fuse" Paramount's 3-D system with a process similar to Cinerama.

2. Solutions are being found by Paramount's research department to the 3-D problems of drive-in theatres.

3. Paramount has begun construction of a "proving ground" at its studio to test various

(*Continued on page 5*)

20th-Fox Changes Production Plans For CinemaScope

Twentieth Century-Fox stepped up its CinemaScope activities yesterday with the affirmation that the company shortly would confine its entire production schedule to the new wide-screen process. At the same time, the company reported from the Coast that, in line with the policy of converting exclusively to CinemaScope, six pictures for which production dates had been set for April, June and July had been taken off its schedule.

Darryl F. Zanuck, production chief,

(*Continued on page 4*)

New Norwegian Pact; Rentals Up 33⅓%

An agreement in principle between the exhibitor's association in Norway and the Motion Picture Export Association has been reached, calling for an increase in rentals for American pictures by 33 1/3 per cent, it was announced yesterday by Eric Johnston, MPEA president. In making the announcement, Johnston said that the new pact covers only conventional

(*Continued on page 5*)

Bergman Favors Expanding Quigley Awards Judging

(*Picture on page 4*)

The suggestion that producers and distributors join in the judging of picture campaigns by theatre managers for the annual Quigley Showmanship awards was made by Maurice Bergman, Universal-International public relations executive, who was the principal speaker at the 19th annual luncheon at Toots Shor's restaurant here yesterday for the advertising-publicity executives who comprised the panel of judges.

"I think it is important that producers and distributors know how their product is being sold," Bergman said. "As much thought should go into the selling of pictures as into their production."

Bergman was introduced by Martin Quigley, who presided at the luncheon. After welcoming the approximately 60 executives guests present, Quigley introduced two visitors from Canada, Larry Grabern, advertising director of Odeon Theatres, Ltd., and James Nairn, advertising manager of the Famous Players Canadian circuit. Also introduced were two previous Grand Award winners, Harry Goldberg of Stanley-Warner Theatres and Charles Hacker of Radio City Music Hall, and Walter Brooks, editor of the Managers Round Table section of *Motion Picture Herald*, which conducts the annual Showmanship Awards contest.

Quigley reported that membership in Managers Round Table currently stands at 4,483, the largest in its history.

Bergman later pointed out that along with the increase in membership, there are more individual showmanship campaigns entered in this

(*Continued on page 4*)

Cahill Heads WB Technical Activities

Frank E. Cahill, Jr., formerly of the Warner Brothers Circuit Management Corp., has been named coordinator of technical activities for Warner Brothers Pictures, effective immediately.



Frank Cahill

Cahill, well-known motion picture engineer, first became associated with motion pictures in 1925 when he joined First National as assistant to the vice-president and Treasurer. In 1926 he became assistant to the

(*Continued on page 5*)

76 TV Stations to Promote Hope Film

Seventy-six television stations described as blanketing a marketing area of 500 cities and reaching an audience of 40,000,000 viewers will be used in a cooperative plan to promote Bob Hope's "Off Limits," and also the Army's new recruiting program.

The promotion will be built around Hope's "Colgate Comedy Hour" television show of Sunday, March 29, which is carried "live" by 59 NBC-

(*Continued on page 4*)

Hospital Coin Boxes Collected $25,210

The 3,700 theatres cooperating in the "coin collection box" project for the Will Rogers Memorial Hospital have collected and sent into the hospital fund $25,210, according to Joseph R. Vogel, chairman of the project. A total of $20,222 was sent in by 2,866 theatres representing 113 circuits. Independent theatres, approximately 840, have collected $4,988.

The coin collection box project consists of an easel display and is used primarily on theatres' concession counters. National Screen Service, without charge to the committee, replaces these boxes every 60 days and

(*Continued on page 4*)

'Ike' Likes Trade Plan by Johnston

WASHINGTON, March 16.—A suggestion by Eric Johnston, president of the Motion Picture Association of America, that a roving economic ambassador be appointed to try to improve private trade dealings between the United States and foreign nations is reported to be favored by President Eisenhower.

Johnston made the proposal to the President in his capacity as chairman of the International Advisory Board. The MPAA president later said that President Eisenhower was highly in favor of the idea.

Supreme Court Asked to Shift Bidding Ruling

Jackson Park, Towne Appeal From Verdict

By J. A. OTTEN

WASHINGTON, March 16. — The Jackson and Milwaukee Towne theatres today asked the Supreme Court to overturn a Circuit Court ruling that they must outbid competing theatres in order to get choice films.

The two cases, appealed to the Supreme Court by Chicago attorney Thomas C. McConnell, were the third and fourth trade practice cases to be dumped into the Supreme Court's lap within the last 10 days.

Although the Jackson Park case deals with the Chicago theatre situation and the Milwaukee Towne case with the situation in Milwaukee, both appeals present the identical

(*Continued on page 4*)

New Altec 3-D Deals As Shortage Looms On Some Equipment

Altec here yesterday accepted additional contracts for the installation of 3-D equipment and stereophonic sound in Paramount and Stanley-Warner theatres for the showing of "House of Wax" but, because of a short supply of some items of equipment, the company is not committing itself on the fulfillment of further orders. Currently there is a shortage of magnetic heads and interlock motors. An Altec spokesman said there was no definite assurance of

(*Continued on page 4*)

2 More Productions Started by RKO

HOLLYWOOD, March 16.—Increased production activity got underway today at RKO Radio with two top-budgeted pictures, both in color, going before the cameras. The two are "Second Chance" and Edmund Grainger's "Arizona Outpost."

"Second Chance" stars Robert Mitchum and Linda Darnell. Produced by Sam Wiesenthal under the supervision of Grainger, the film is

(*Continued on page 4*)

Personal Mention

SOL LESSER has arrived in New York from Hollywood.

•

MRS. ROBERT NEWGARD, wife of the Interstate Television Corp. sales executive and daughter of G. RALPH BRANTON, Allied Artists vice-president, gave birth to a son, CHRISTOPHER MICHAEL, at Queen of the Angels Hospital in Los Angeles last Tuesday.

•

WILLIAM B. ZOELLNER, head of M-G-M short subject and newsreel sales, will arrive in Jacksonville today from New York for a two-day visit. He will also stop in Atlanta, Charlotte and Washington.

•

SUZANNE MARIE WHITE, secretary to JOHN H. MITCHELL, vice-president and general sales manager for Screen Gems, has become engaged to EDWIN H. FRANK, JR. and will be married in June.

•

ELMER C. WINEGAR, an official of the Buffalo projectionists union, is director-general of the annual Shrine Circus to be staged Easter week in Memorial Auditorium there.

•

EMIL VELAZCO, head of the recording studio bearing his name, returned here last night from a business trip to Florida.

•

ALLEN M. WIDEM, Hartford *Times* motion picture editor, is in Hollywood for the Academy Awards program and will fly back to Hartford on Sunday.

•

HUGH OWEN, Paramount Eastern and Southern division manager, is in Charlotte, to conduct the sixth of a series of branch meetings.

•

ARTHUR FREED, M-G-M producer, will arrive here from the Coast March 30 and will head abroad three days later.

•

MATT KENNEDY, New Haven projectionist, is recuperating at home following surgery.

•

NAT LIEBESKIND, independent distributor, is in Fifth Avenue Hospital here recuperating from surgery.

•

HARRY STEVENS of *Life* Magazine has returned here from the Coast.

Mexican Motif for V.C. 'Fiesta Night'

The New York Variety Club's "Fiesta" tomorrow night at the Piccadilly Hotel is getting the cooperation of both the Mexico City Variety Tent and the Mexican government. The Mexican Tent has sent flowers, tequilla and souvenirs for the event, as well as Mexican hors d'oeuvres.

Mexican music and talent have been booked by Carlos Montalban. Decorations will have a south-of-the-border motif. Four Mexican girl "ambassadors" are being sent by the Mexican Tent. The party will start at 7:30. Max Wolff is in charge of the entertainment.

Outlay for Theatres Drops in Canada

Ottawa, March 16.—Despite a better supply situation in labor and materials, Canadian investments in capital, repair and maintenance expenditures by theatres will decline to $2,800,000 during 1953, compared with $4,600,000 during 1952 and $6,500,000 during 1951.

Construction of theatres will account for only $1,500,000 in 1953, compared with $2,500,000 in 1952 and $3,900,000 in 1951, while equipment and machinery will total $1,300,000 in 1953, against $2,100,000 in 1952 and $2,600,000 in 1951.

Buchman Is Fined $150 for Contempt

WASHINGTON, March 16.—Producer Sidney Buchman was fined $150 and given a one-year suspended sentence for having been convicted of contempt of Congress charges.

Buchman was convicted for refusing to appear in answer to a subpoena of the House Un-American Activities Committee in Jan., 1952. Federal Judge T. Blake Kennedy announced his sentence after hearing Buchman declare that he had "acted in good faith" and had meant no contempt.

Ankers-Loeb Named

WASHINGTON, March 16.—Ankers-Loeb Productions has been named Washington representative of Stanley Neal Productions, New York and Hollywood firm which films special documentaries for industrial and television distribution. Ankers-Loeb will concentrate on films requiring a Washington setting, according to Leon Loeb of the Washington company.

With Succeeds Sayles

ALBANY, N. Y., March 16.—William C. (Bill) With has been promoted from assistant manager to manager of Fabian's Palace, succeeding the late Alex Sayles, it was announced by Si Fabian, head of Fabian Theatres, and by division manager Saul J. Ullman.

$35,000 for 'Madam'

"Call Me Madam" grossed $35,000 for the first four days of its premiere showing at the Carib, Miami and Miracle theatres of the Wometco circuit in Miami, and was said to have toppled all gross marks at those houses. A first week's gross of $56,000 is estimated.

Sam Miller on His Own

WASHINGTON, March 16. — Sam Miller, formerly with the Federal Communications Commission and more recently with Cohn and Marks, attorneys for the National Exhibitors Theatre Television Committee, has opened his own law offices here, and will specialize in communications cases.

Set Catholic Film Festival

The first Catholic mission film festival in the United States will be held in conjunction with the Centenary Mission Exhibit at the 69th Regiment Armory here, from May 31 to June 6.

Monsignor Vincent W. Jeffers, Archdiocesan director of the Society for the Propogation of the Faith, is chairman of the mission exhibit and the festival. Martin Quigley heads the committee which will evaluate the films submitted. The closing date for entries is April 15.

Three awards will be made by the judges for the best films entered in the festival. In addition, outstanding films will be shown daily during the Centenary Mission Exhibit, which marks the 100th anniversary of the establishment of the Archdiocesan SPF office in New York.

The film festival is scheduled to become an annual event.

Ask Dismissal of Alliance Trust Case

CHICAGO, March 16.—A brief asking the Federal District Court for Northern Indiana to dismiss the Justice Department's anti-trust suit against the Alliance Circuit on the grounds that pooling of film is not an illegal trade practice, has been filed by attorneys Seymour Simon of this city and Henry Stites of Louisville.

The government action charged pooling of pictures by two Alliance theatres and two other theatres in Terre Haute, Ind.

Settle Ill. Drive-in Suit Out of Court

CHICAGO, March 16.—The Illinois drive-in suit against the major film companies and affiliated film circuits (charging the defendants with refusing to sell film to the plaintiff in an early run) has been settled out of court and dismissed by Judge Barnes of the Federal District Court here. Thomas C. McConnell represented the plaintiff, Bryson Burnham the defendants.

Services Held for Marcel (Selly) Kann

Funeral services were held at Riverside Chapel here yesterday for Marcel (Selly) Kann, New York theatre manager and brother of the late Maurice (Red) Kann, former vice-president of Quigley Publishing Co. Kann died suddenly in New York last Saturday. He is survived by a brother, Benjamin, of Boston, and by a sister-in-law, Mrs. Frances Kann.

Edith Prigozy Resigns

Edith Prigozy, who has been associated with 20th Century-Fox International Corp. for the last 11 years as assistant to sales promotion director Leslie Whelan, has resigned to do free-lance writing. She will leave the company at the end of this month.

'Strengthen' Decca By 'U' Investment

Decca Records stockholders were informed yesterday that Decca's $5,980,181 investment in Universal Pictures strengthens Decca's prospects for 1953.

The statement, carried in Decca's 1952 annual report, continued: "The earnings of that company (Universal) are now at the highest rate in its recent history. Moreover, the diversification of Decca's interests, by participation in two active segments of the entertainment world, constitutes a source of strength."

Decca, according to the report, earned $933,265 in 1952, after provision for taxes and all other charges, compared to $835,456 in 1951.

Personalities on Dais For Sullivan Fete

In a further advance in the plans for the Associated Motion Picture Advertisers luncheon salute to Ed Sullivan on Thursday at the Hotel Picadilly here, AMPA president Harry K. McWilliams discloses that the following will be among the guests on the dais: Roberta Peters, Metropolitan Opera star; Marlo Lewis, co-producer with Sullivan of the TV show, "Toast of the Town"; Dwight Mills of the Kenyon Eckhardt ad agency; Paul Lazarus of Columbia Pictures, and Hubbell Robinson, vice-president of CBS-TV.

Steve Broidy Heads Coast Charity Drive

HOLLYWOOD, March 16.—The Permanent Charities Committee has selected Steve Broidy, retiring president and head of Allied Artists, to serve as campaign chairman of PCC's 1954 fund-raising appeal. Sam Jaffee succeeds Broidy in the presidency.

March is American Red Cross Month. GIVE!

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE STORY OF THREE LOVES"
Kirk DOUGLAS James MASON Farley GRANGER
Pier ANGELI Moira SHEARER Leslie CARON
An M-G-M Picture
plus Spectacular STAGE PRESENTATION



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"Light housekeeping . . . a necessity"

Obvious to everyone may be the fact that not enough light is getting to the screen; or that the sound system is not functioning properly.
The reasons, however, may be varied—equipment failure, inadequate housekeeping, or a drop in power output.
Aid in this type of trouble-shooting may be obtained from the Eastman Technical Service for Motion Picture Film which Kodak maintains at strategic centers to cooperate with producers, processors, and exchanges and exhibitors.



Address:
Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division	*Midwest Division*	*West Coast Division*
342 Madison Avenue	137 North Wobosh Avenue	6706 Sonto Monico Blvd.
New York 17, N. Y.	Chicogo 2, Illinois	Hollywood 38, Californio

April 15 New Filing Date in 16mm. Suit

Hollywood, March 16.—Counsel for the Government and for the defendants in the 16mm. suit case have signed a stipulation giving the latter until April 15 to file objections to interrogatories served the week before last.

The defendants claimed the interrogatories required research too burdensome for completion within the usual 20-day period.

Supreme Court

(*Continued from page* 1)

issue: could the Circuit Court change provisions of earlier decrees, growing out of private anti-trust actions, that permitted the theatres to get first-run films without competitive bidding, and only on payment of a "fair and reasonable rental"?

The original decree in the Jackson Park case said the theatre could get first-run films on payment of such rentals. In July 1951, however, five distributors — 20th Century-Fox, Paramount, RKO, Loew's and Warner Brothers—asked the District Court to amend the old decree by declaring that the Jackson Park must bid against other theatres in the same competitive area.

The District Court refused to make this change, but the Seventh Circuit Court of Appeals approved the distributors' suggestion.

In the Milwaukee Towne case, the same pattern was followed. In March, 1952, the same five distributors and Columbia asked the District Court to change the earlier Milwaukee Towne decree to require competitive bidding. Again the District Court refused and again the Circuit Court approved.

In appealing the cases of the Supreme Court, McConnell declared: "The Court of Appeals, under the guise of construction, has changed a decree without any showing of any unforeseeable change in conditions existing at the time the decree was entered; has assumed jurisdiction to re-hear an issue decided against respondent's (the distributors') contention some five years before, and under the guise of construction has written into a decree a provision for competitive bidding without any of the safeguards provided for in the government decree which this court struck from such decree in the Paramount case."

76 TV Stations

(*Continued from page* 1)

TV stations and affiliates, and as a delayed telecast by an additional 17 TV outlets. The coverage is being keyed to the Easter Week openings of the Paramount comedy, which co-stars Hope, Mickey Rooney and Marilyn Maxwell. The picture will have its initial runs in many of the cities reached by the March 29 telecast a few days following the network show.

Appearing with Hope will be an array of Army "brass" to discuss the recruiting drive and also the Military Police background of the film.



Quigley Publications Photo

MAURICE A. BERGMAN, Universal-International public relations executive, addressing the 19th Annual Quigley Showmanship Awards luncheon at Toots Shor's restaurant here yesterday for industry advertising-publicity executives who comprise the judges' panel for the annual awards. Flanking the speaker, shown standing at the dais, are, from left to right: John J. O'Connor, vice-president of Universal; James A. Mulvey, president, Samuel Goldwyn Productions; Si Seadler, advertising manager, M-G-M; Martin Quigley and William J. Heineman, vice-president of United Artists in charge of distribution.

Quigley Awards Judging

(*Continued from page* 1)

year's contest than ever before. The large panel of judges examined the campaigns yesterday and cast their votes. The votes are now being tabulated and the results will be announced within the next few days.

Commending the annual Showmanship Awards for the encouragement they give to "new blood in the industry" and the stimulus they provide to better picture merchandising, Bergman said the awards have fostered and nourished showmanship down through the years.

Begun in 1934

Recalling that the awards were begun in 1934, Bergman said they did much in that depression period to encourage managers to extend themselves to bring in additional business; and that the awards, in the industry's good times and bad, "have been a plus factor in the marketing of pictures, which always is so essential."

Bergman also cited the recently published results of *Motion Picture Herald's* Institute of Industry Opinion on motion picture advertising, which revealed that a large majority of the panel favored an overhaul of industry advertising in the hope of creating new and distinctive types of film campaigns.

The panel results were termed "interesting" and evidence that "we can't stand still," according to Bergman.

The Universal-International executive spoke in place of Walter Reade, Jr., independent circuit operator and chairman of the executive committee of Theatre Owners of America, who was taken ill late last week and is still undergoing hospital treatment and who was unable to be present.

At the dais were: Grabern, John J. O'Connor, Universal vice-president; James A. Mulvey, president of Samuel Goldwyn Productions; Si Seadler, M-G-M advertising manager; Bergman, Quigley, William J. Heineman, United Artists vice-president and head of distribution; Jerome Pickman, vice-president and advertising-publicity director of Paramount Pictures Distributing; S. Barret McCormick, motion picture advertising executive, and Nairn.

Others present were:

PAUL ACKERMAN, Paramount International; LEON BAMBERGER, RKO Radio Pictures; FORTUNAT BARONAT, Universal; DAVID BLUM, Loew's International; SID BLUMENSTOCK, Paramount Pictures; DENNIS CARLIN, Republic Pictures; SAMUEL COHEN, United Artists; OSCAR A. DOOB, Loew's Theatres; EDWARD C. DOWDEN, Loew's; STEVE EDWARDS, Republic; ERNEST EMERLING, Loew's; AL FLOERSHEIMER, Reade Theatres; MELVIN L. GOLD, National Screen Service; MAURICE GOLDSTEIN, Monogram Pictures; DAVID GOLDING, Samuel Goldwyn Productions; BEN H. GRIMM, RKO Radio Pictures.

Also, MERVIN HOUSER, RKO Radio; JERRY KEYSER, Warner Brothers International; RALPH LAGER, Century Theatres; HENRY A. LINET, Universal; LAWRENCE H. LIPSKIN, Columbia Pictures International; JEFF LIVINGSTON, Universal Pictures; FRED LYNCH, Radio City Music Hall; HARRY K. MCWILLIAMS, Screen Gems; HARRY MANDEL, RKO Theatres; SIDNEY MESIBOV, Paramount Pictures; ROBERT MOCHRIE, Goldwyn Productions; RUTGERS NEILSON, RKO Radio; JACK O'BRIEN, theatre equipment sales manager, RCA; ARTHUR PINCUS, Loew's International; SID RECHETNIK, Warner Brothers; HERMAN ROBBINS, National Screen Service; JONAS ROSENFIELD, Italian Films Export; MONTAGUE SALMON, Rivoli Theatre; SIDNEY SCHAEFER, Columbia Pictures; CHARLES SCHLAIFER; SILAS F. SEADLER, Loew's; DAN TERRELL, Loew's; MEAD WALWORTH, Westrex Corp.; FRANCIS M. WINIKUS, United Artists.

Started By RKO

(*Continued from page* 1)

being directed by Rudolph Mate. Zachary Gold wrote the script.

"Arizona Outpost" stars Dale Robertson and Arthur Hunnicutt. Produced by Grainger, the picture is being directed by Alfred Werker from a script by William Bowers.

March is American Red Cross Month. GIVE!

Queries on 2nd-Hand 3-D Equipment!

Chicago, March 16. — The 3-D revolution is reaching the sticks. The Movie Supply Co. here received a query from a small-town ehxibitor in South Dakota about the possibility of buying second-hand 3-D equipment for his theatre.

20th-Fox Production

(*Continued from page* 1)

stated upon the arrival of Spyros P. Skouras and Al Lichtman from New York that the last two pictures to be made in the conventional dimensions would be "Be Prepared," starting April 6, and "Waterfront," slated to roll April 7.

Initial Demonstration

Meanwhile, the initial demonstration of CinemaScope at the studio will be held tomorrow instead of today, as originally planned. This showing will be for members of the trade, consumer and international press. Demonstrations for exhibitors, studio heads and production technicians will be held later in the week. During the four days of showings, CinemaScope will be viewed by executives and staffs of Columbia, Universal, Paramount, RKO Radio, United Artists, Warner Brothers, Republic, Allied Artists, Cinerama, Production Code Administration and by Stanley Kramer, Cecil B. DeMille, Hal Wallis, Walt Disney, Sol Lesser, Edward Small, Louis B. Mayer and hundreds of exihibitors.

The six pictures that were taken off the production chart were "Justice Brown," "Camp Followers," "The Big Fight," "The Form Divine," "The Black Widow" and "The Fifth Rider." The last two stories eventually are to be converted to CinemaScope.

Charles Einfeld, 20th-Fox vice-president, left here for Hollywood yesterday to join other company executives who departed over the weekend.

Altec Deals

(*Continued from page* 1)

early additional equipment delivery. Because Warner Brothers will have two types of prints for "Wax," stereophonic and regular, the shortage of equipment will not delay openings in some theatres.

Altec also has contracted to install the stereophonic sound in Darryl Zanuck's preview room at the 20th Century-Fox studios and the preview theatres at the 20th-Fox home office.

Latest theatres to contract for the Altec installation service are Paramount's Chicago in Chicago and Warner's Mastbaum, Philadelphia; Stanley, Pittsburgh, and the Warner, Washington. Previous deals were made for the Paramount in Hollywood, Paramount in Los Angeles, Fox in St. Louis and the Paramount in New York.

Coin Boxes

(*Continued from page* 1)

services them with new displays.

The project committee hopes to build the number of participating theatres to 5,000 during the next few months.

March is American Red Cross Month. GIVE!

Para. 3-D

(*Continued from page* 1)

3-D and wide screen projection methods.

These disclosures came following a week of discussions of top studio executives, headed by Y. Frank Freeman, vice-president and studio head, and Don Hartman, production chief, with Balaban, Raibourn and George Weltner, president of Paramount International Films. Also taking part in the talks were William H. Pine and William C. Thomas, who have just completed Paramount's first three-dimensional film, "Sangaree," and Loren L. Ryder, in charge of scientific research at the studio.

The "fusing" of Paramount's 3-D process with a wide screen process similar to Cinerama was predicted by Ryder at a special closed meeting on the Coast of the Motion Picture Industry Council, it was revealed here. The screen to be used in such a "fusing," he continued, will have a 2-to-1 aspect ratial, which he declared, is a "better" aspect ratial than the 2.67-to-1 of 20th Century-Fox's CinemaScope. (The aspect ratial is the ratio of the screen's width and height.)

Studying Other Methods

"Besides 3-D," Ryder continued, "we are working on subjective stereoscopic methods of exhibiting our outstanding pictures that are still unreleased. Paramount has made numerous models of special screens which have been partially successful in achieving stereoscopy."

Discussing 3-D for drive-ins, which has presented special problems, Ryder foretold the elimination of one of the main obstacles, that of sufficient light reflection to get a satisfactory picture. He said that solutions to the drive-in problems are being found by Paramount researchers and will be augmented by screens such as the Stableford screen by Sol Lesser.

Regarding the setting up of a "proving ground" at the studio, a special concave plastic screen measuring 36 feet wide and 18 feet high is being constructed in England and will be installed in the studio viewing theatre. The screen is said to be designed to accommodate all 3-D and wide screen processes and will be installed, in addition to other necessary alterations, in about five-and-a-half weeks. The studio is now testing various lenses and light sources and new sound methods.

Ryder, in his MPIC address, pointed out that "no way has been discovered to achieve true 3-D stereoscopy without viewing glasses" despite the millions of dollars spent in research by the motion picture industry and others, including the Armed Forces.

"If something else is found to top Paramount's process for 3-D in public acceptance at the box-office, Paramount will be most willing and alert to adopt it," Ryder added. He continued, however, that "all possible methods such as the Anamorphosis lens with 2.67 to 1 ratial which was tried by Paramount in 1937 have been reviewed with a decision that the Paramount 3-D program is not only technically correct but is correct for theatres and audience acceptance."

Ryder contended that Cinerama is not only too elaborate and costly for the average theatre, but it has still to prove its "capability of story telling." Color, he held, is almost a prerequisite for 3-D, offering greater realism than black and white.

Pine, in a brief talk at the same MPIC meeting, said that 3-D presents no new major problems in production, with no difference in story development or acting. He said in the production of "Sangaree," which will be released next month, "gimmick" action was avoided, except for an occasional special effect.

BECAUSE WE KNOW IT'S SO
WE KEEP ON SAYING...
FILMACK GIVES YOU MORE SHOWMANSHIP PER DOLLAR AND THE FASTEST SPECIAL TRAILER SERVICE IN THE WORLD.
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Review

"Code Two"

(*Metro-Goldwyn-Mayer*)

A SUSPENSEFUL film aimed at less sophisticated audiences has been fashioned by M-G-M. "Code Two" is a neat little story along formula lines concerning motorcycle cops. The screenplay by Marcel Klauber dramatizes the lives of three recruits at the Los Angeles Police Academy. They are Ralph Meeker, brash, headstrong and something of a wolf; Robert Horton, quiet and unassuming and happily married to Sally Forrest, and Jeff Richards, the shy "kid" destined to meet a violent end. On graduation the three join the motorcycle corps—they like the uniform, the adventure and the high pay.

When Richard is murdered by black marketeers while he and Meeker are on a joint patrol, the latter vows to catch the culprits, feeling, as he does, responsible for Richards' death. This involves a good deal of humdrum watching and waiting, but finally pays off when Meeker spots tire marks of the truck known to have run over Richards. The trail leads to the hideout of a bunch of modern-day cattle rustlers, who hijack local steers and sell the meat at today's fancy beef prices. The climax is a hair-raising fight, with fist and gun, in the meat processing plant with a vat of hot lye standing by to take the body of the loser.

The film is nicely paced and includes some interesting sequences on the training of motorcycle cops. In the supporting cast are Keenan Wynn, a mellow police sergeant; James Craig, and Elaine Stewart, girl friend of the ill-fated Richards. William Grady, Jr., produced and Fred M. Wilcox directed.

Running time, 69 minutes. General audience classification. For April release.

Donnenfeld Appointed

Bernard Donnenfeld has been named vice-president and a member of the board of directors of Princess Pictures and will act as legal advisor, president Burt Balaban announces. Donnenfeld was previously employed by Paramount Pictures from Dec., 1949, through Feb., 1953, as a member of the legal department assigned to television and corporate activities.

Project Honors Sudekum

NASHVILLE, March 16.—A 500-unit housing project, opened here for public use last week, is known as "Tony Sudekum Homes," honoring the late founder and president of Crescent Amusement Co. Sudekum, among many other civic interests, served for a long time as a member of the Nashville Housing Authority.

SMPTE Meets Tonight

The Atlantic Coast Section of the Society of Motion Picture and Television Engineers will meet this evening in the auditorium of the Engineering Societies Building, New York. Scheduled speakers include Arthur Linksz, of New York University, and John A. Norling, of Loucks and Norling Studios.

Cahill Heads

(*Continued from page* 1)

managing director of the company's West Coast studios and in 1929 was appointed head of the sound and projection department, which included sound and projection purchasing for Warner Theatres. He was also in charge of theatre television activities for the circuit.

During World War II, Cahill was on leave from the company from 1942 to 1945 with the Army. As a colonel with the Signal Corps, he was Executive officer of the Army Pictorial Service, and was also contracting officer for the equipment and supervision of the installations in the Signal Corps Photographic Center.

Norwegian Pact

(*Continued from page* 1)

pictures and that films in three dimensions will be covered by a separate arrangement.

Under the terms of the agreement, Johnston said, rentals will be increased from 30 to 40 per cent. The new pact also provides for special price negotiations on a total of five "super pictures" annually.

"The new agreement," Johnston said, "marks a new era in film relations with our Norwegian friends and customers. It is an equitable arrangement which will assure the best of American motion pictures for Norway and will have an important impact on the film industry's entire overseas market."

Form New 3-D Company

HOLLYWOOD, March 16. — Newly formed 3-D Productions, headed by Berman Swartz, announced they have had a camera crew, using a Dunning 3-D camera working in Las Vegas since last week filming a two-reel documentary showing the effects of the atomic bomb blast on civilian watchers.

Reilly Joins Jacobs

HOLLYWOOD, March 16. — Robert Reilly, assistant director of publicity at Warner Brothers studio, will join the Arthur P. Jacobs public relations office as an associate this week. Reilly has been with the studio since 1946.

Second Probe Into Color Television

WASHINGTON, March 16.—The House Commerce Committee will look into the color television situation, Chairman Wolverton (R., N. J.) has announced. The hearings will start on March 24.

This will make the second Congressional color TV investigation. The Senate Commerce Committee announced earlier it was going to study the subject.

Wolverton said House hearings would go into why color sets have not been marketed, recent developments in color TV, and the outlook for when color TV will be available.

The New Jersey Republican made the announcement as the Committee resumed questioning of Federal Communications Commission Chairman Walker—questioning that started in mid-February. Two Commerce Committee members, Representatives Hinshaw (R., Cal.), and Thornberry (D., Tex.) asked questions about the status of the theatre television proceedings, but did not pursue this line when Walker said hearings had been held and the Commission had the industry petition for theatre TV frequencies under consideration.

Walker said the Commission felt the time was ripe for either Congress or the FCC to study the advisability of giving the FCC power to regulate directly television networks—a power it does not now have.

At another point, Wolverton said that under certain circumstances it might be necessary to consider radio and television stations as common carriers and have their advertising rates subject to government regulation.

Huston Film to UA

United Artists will release John Huston's next film, "Beat the Devil," starring Humphrey Bogart and Jennifer Jones, according to UA president Arthur Krim. The film, currently in production, will be a Santana Production in association with Romulus Films.



MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Feb. 1		(Feb. Releases) LAST OF THE COMANCHES (Color) Broderick Crawford Barbara Hale O—85 min. (Rev. 12/29/52) TARGET HONG KONG Richard Denning D—66 min. (Rev. 12/29/52)		THE NAKED SPUR (Color) James Stewart Janet Leigh OD—91 min. (318) (Rev. 1/14/53)	(Feb. & March Releases) THE STODGE Dean Martin Jerry Lewis CD—100 min. (5212) (Rev. 10/6/52) CDME BACK, LITTLE SHEBA Burt Lancaster Shirley Booth D—99 min. (5213) (Rev. 12/1/52) THE STARS ARE SINGING (Color) Anna Maria Alberghetti Rosemary Clooney M-99 min. (5214) (Rev. 1/27/53)	MARSHAL DF CEDAR ROCK Alan "Rocky" Lane O—54 min. (5241) (Rev. 2/24/53)	ND TIME FOR FLOWERS Viveca Lindfors Paul Christian C—83 min. (Rev. 12/2/52)	(Feb. Releases) NIAGARA (Color) Marilyn Monroe Joseph Cotten D—89 min. (306) (Rev. 1/20/53) TREASURE DF THE GOLDEN CDNDOR (Color) Cornel Wilde D—93 min. (308) (Rev. 1/21/53) THE SILVER WHIP Dale Robertson O—73 min. (309) (Rev. 2/5/53) THE STAR Bette Davis D—89 min. (316) (Rev. 1/2/53)	(Chas. Chaplin) LIMELIGHT Charles Chaplin Claire Bloom D—141 min. (Rev. 10/8/52)	(Feb. Releases) MISSISSIPPI GAMBLER (Color) Tyrone Power Piper Laurie D—98 min. (310) (Rev. 1/9/53) GIRLS IN THE NIGHT Harvey Lembeck Joyce Holden D—83 min. (311) (Rev. 1/16/53)	THE MAN BEHIND THE GUN (Color) Randolph Scott Patrice Wymore O—82 min. (211) (Rev. 1/5/53)
Feb. 8	TANGIER INCIDENT George Brent D—77 min. (5316) (Rev. 2/11/53)		THE TALL TEXAN Lloyd Bridges Lee J. Cobb O—84 min. (5207) (Rev. 2/24/53)	ROGUE'S MARCH Peter Lawford Janice Rule D—84 min. (320) (Rev. 1/2/53)							
Feb. 15	JALDPY Bowery Boys C—62 min. (5318)	(Mar. Releases) THE MEMBER DF THE WEDDING Ethel Waters Julie Harris D—91 min. (Rev. 12/16/52) PRINCE OF PIRATES (Color) John Derek D—80 min. (Rev. 1/29/53) ALL ASHORE (Color) Mickey Rooney Dick Haymes CM—80 min. (Rev. 2/17/53) SAVAGE MUTINY Johnny Weissmuller D—73 min. (Rev. 1/26/53) FIVE ANGLES DN MURDER Jean Kent D—88 min. ON TOP OF DLD SMOKY Gene Autry O—59 min. (Rev. 3/13/53)		IVANHDE (Color) Robert Taylor Elizabeth Taylor D—107 min. (307) (Rev. 6/16/52)		SAN ANTDNE Rod Cameron Arleen Whelan OD—90 min. (5203) (Rev. 3/2/53)	SWORD OF VENUS Robert Clark Catherine McCleod D—73 min. (Rev. 1/15/53)	(Mar. Releases) TAXI Dan Dailey CD—77 min. (305) (Rev. 1/13/53) DESTINATION GOBI (Color) Richard Widmark D—89 min. (313) (Rev. 2/19/53) DOWN AMONG THE SHELTERING PALMS (Color) Mitzi Gaynor William Lundigan M—87 min. (317)	(A-Men Prods.) THE MAGNETIC MONSTER Richard Carlson Jean Byron D—75 min. (Rev. 2/19/53)	(Mar. Releases) CITY BENEATH THE SEA (Color) Robert Ryan D—87 min. (308) (Rev. 2/5/53) GUNSMOKE (Color) Audie Murphy OD—79 min. (312) (Rev. 2/20/53) SEMINOLE (Color) Rock Hudson Barbara Hale D—87 min. (313) (Rev. 2/20/53)	THE JAZZ SINGER (Color) Danny Thomas Peggy Lee D—107 min. (212) (Rev. 1/5/53)
Mar. 1	KANSAS PACIFIC (Color) Sterling Hayden D—73 min. (5302)			BATTLE CIRCUS Humphrey Bogart June Allyson D—90 min. (321) (Rev. 1/27/53)		DLD DVERLAND TRAIL Rex Allen O—60 min. (225) (Rev. 3/2/53)					I CONFESS Montgomery Clift Anne Baxter D—95 min. (213) (Rev. 2/9/53)
Mar. 8	WHITE LIGHTNING Stanley Clements D—61 min. (5326) (Rev. 3/13/53)		PERILS OF THE JUNGLE Clyde Beatty D—63 min. (5214)	CONFIDENTIALLY CONNIE Van Johnson Janet Leigh C—71 min. (322) (Rev. 1/23/53)		THE WOMAN THEY ALMOST LYNCHED John Lund Brian Donlevy OD—90 min. (5204)	THE HITCH-HIKER Edmund O'Brien William Talman D—71 min. (Rev. 1/15/53)		(Arch Oboler) BWANA DEVIL (Color) Robert Stack Barbara Britton D—79 min. (Rev. 12/4/52)		SHE'S BACK ON BROADWAY (Color) Virginia Mayo M—95 min. (214) (Rev. 1/23/53)
Mar. 15				I LOVE MELVIN (Color) Donald O'Connor Debbie Reynolds MC—77 min. (323) (Rev. 2/16/53)			(Re-Releases) FORT APACHE John Wayne D—127 min. (Rev. 3/10/48) BLOOD ON THE MOON Robert Mitchum O—88 min. (Rev. 11/11/48)		(Renown) GOLDEN ARROW Jean-Pierre Aumont D—82 min.		
Mar. 22	THE HOMESTEADERS Wild Bill Elliott O—62 min. (5323)		BACHELOR IN PARIS Dennis Price C (5213)	THE GIRL WHO HAD EVERYTHING Elizabeth Taylor D—69 min. (Rev. 3/2/53)	(Apr. Releases) OFF LIMITS Bob Hope Mickey Rooney C-89 min. (5216) (Rev. 2/4/53) THE GIRLS OF PLEASURE ISLAND (Color) Don Taylor Leo Genn D—95 min. (5215) (Rev. 2/20/53)				(Jack Schwarz) SON OF THE RENEGADE John Carpenter OD—57 min. (Rev. 3/13/53)		
Mar. 29	FORT VENGEANCE (Color) James Craig Reginald Denny OD—75 min. (5303)	(Apr. Releases) THE GLASS WALL Vittorio Gassman D—80 min. (Rev. 3/10/53) JACK McCALL, DESPERADO (Color) George Montgomery OD—76 min. ONE GIRL'S CONFESSION Hugo Haas D—74 min. (Rev. 3/13/53) PROBLEM GIRLS Helen Walker D—70 min.		SDMBRERO (Color) Ricardo Montalban DM—103 min. (324) (Rev. 2/24/53)		THE LADY WANTS MINK (Color) Ruth Hussey Dennis O'Keefe CD—92 min. (5205)	COUNT THE HOURS Teresa Wright Macdonald Carey D—74 min. (Rev. 2/18/53)	(Apr. Releases) THE PRESIDENT'S LADY Susan Hayward Charlton Heston D—96 min. (312) (Rev. 3/5/53) CALL ME MADAM (Color) Ethel Merman Donald O'Connor MC—114 min. (311) (Rev. 3/4/53) MAN ON A TIGHTROPE Fredric March Terry Moore D—105 min. (315) TONIGHT WE SING (Color) Ezio Pinza David Wayne M—109 min. (310) (Rev. 1/26/53)		(Apr. Releases) MA AND PA KETTLE ON VACATION Marjorie Main Percy Kilbride C-75 min. (314) (Rev. 3/2/53) DESERT LEGION (Color) Alan Ladd Arlene Dahl D—86 min. (315) (Rev. 3/13/53) ABBOTT AND COSTELLO GO TO MARS Bud Abbott Lou Costello C—76½ min. (316)	THE BLUE GARDENIA Anne Baxter Richard Conte D—90 min. (215) (Rev. 3/13/53) TROUBLE ALONG THE WAY John Wayne Donna Reed D—101 min. (216) (Rev. 3/16/53)
Apr. 5						A PERILOUS JOURNEY Vera Ralston David Brian D—90 min. (5206)	PORT SINISTER James Warren Lynne Roberts D—65 min. (Rev. 2/19/53)				
Apr. 12	THE MARKSMAN Wayne Morris O—61 min. (5333)		BAD BLONDE Barbara Payton Tony Wright D (5211)	BRIGHT ROAD Robert Horton Dorothy Dandridge D—69 min. (326)							

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 52 NEW YORK, U.(S.A., WEDNESDAY, MARCH 18, 1953 TEN CENTS

3-D Spectacles A Headache to Warner, Para.

'Wax' Bookings Top Supply of Viewers Now

By MURRAY HOROWITZ

Paramount and Warner Brothers, with upcoming 3-D feature releases, have acquired the polarizing spectacle headache, a condition which United Artists has experienced since its purchase of Arch Oboler's "Bwana Devil."

A canvass of the spectacle situation revealed that bookings of Warner Brothers' "House of Wax" are being held up because WB currently cannot assure many theatres of an adequate supply of viewers. "House of Wax," made in the Natural Vision 3-D process, will have its New York opening at the Paramount on April 10 and is set for national release April 25.

A Paramount spokesman acknowl-

(*Continued on page 4*)

Name 20th, Skouras In N.Y. Trust Suit

An anti-trust suit asking $1,500,000 triple damages was filed in Federal Court here yesterday against 20th Century-Fox and Skouras Theatres by the Westway Operating Co., operating the Symphony Theatre at 2531 Broadway, New York.

The plaintiff charges that it asked

(*Continued on page 4*)

Eight More State Legislatures Quit

Washington, March 17.—Eight more state legislatures have adjourned without taking action harmful to the film industry, according to Jack Bryson, legislative representative of the Motion Picture Association of America.

Six of the eight have quit for keeps for this year. They are Idaho, Montana, South Dakota, Indiana, Utah and Wyoming. A seventh, Washington, has already gone back into special session, and the eighth, Georgia, returns in November.

Film Labs Set Association on National Level

Sixteen film laboratories have formed the Association of Cinema Laboratories and will take steps to expand on a nationwide scale, it was disclosed here yesterday by John Stott of Tri-Art and Duart Laboratories of New York, who is chairman of the new organization. The association was granted a corporate certificate this week in Albany.

Directors of the ACL are, in addition to Stott, Russell C. Holslag, of Precision Film Laboratory; Morris Rosensweig, Quality Laboratory; Paul Guffanti, Guffanti Film Laboratories; Saul Jaffe, Movielab, and Harry Sale, of the law firm of Sale and Sale, all of New York.

The purpose of the association is "to improve conditions in the motion picture laboratory trade, correct trade abuses, eliminate waste, establish uniform trade customs and practices, establish and enforce the use of uniform

(*Continued on page 6*)

Exhibitors Wrangle Over Denver TV

WASHINGTON, March 17.—A Federal Communications Commissioner's proposed decision to give a Denver television station to Aladdin Radio and Television was appealed today to the full Commission.

Both the FCC's own Broadcast Bureau and the Denver Television Co., the firm competing with Aladdin for the Denver channel, filed "exceptions" to the decision by examiner James Cunningham. Oral argument will probably be scheduled before the full Commission.

Aladdin is controlled by Frank H.

(*Continued on page 4*)

Texas Interstate Prepares for 'Wax'

HOLLYWOOD, March 17.—James Skinner, chief engineer for the Texas Interstate Circuit, is here to prepare for the mid-April openings of Warner Brothers' 3-D and WarnerPhonic "House of Wax" in the Texas theatres. Skinner will spend 10 days at the studio conferring with William Mueller, sound department chief, and other technicians, studying all phases of projection and sound.

R. J. O'Donnell, general manager of the Texas circuit, and Ray Willie, his associate, also are here to see the completed version of "Wax."

SENATE GROUP EYES FILM ARBITRATION

Discuss Pooling 3-D In Small Situations

Minneapolis, March 17.—A number of operators of small theatres in Southern Minnesota localities discussed the possibility here today of pooling 3-D equipment in order to make early introduction of the new development economically feasible in their limited grossing situations.

The discussion was a feature of a meeting of more than 20 exhibitors at the Hotel Nicollet, at which William C. Carter of Plainview, Minn., presided.

Small Business Unit To Probe Reasons for Negotiations Stalemate

The Senate Small Business Committee is delving into the reasons why negotiations for the establishment of an industry arbitration system broke down and there is some basis for belief that the Senate group will recommend the setting up of a system to settle intra-industry controversies. This was indicated here yesterday by Charles Noone, counsel for the committee.

Noone said that arbitration would be the key subject at a meeting today between himself and a group of distribution representatives. The attorney said that the committee was interested in sifting the differences between exhibitors and disbutors on the issue of arbitration. He said that the position of the exhibitors already had been ascertained and that he

(*Continued on page 6*)

Grainger as RKO President Gets $1,750 Per Week

WASHINGTON, March 17.—James R. Grainger as president of RKO Pictures receives $1,750 per week under his three-year contract with the company, the Securities and Exchange Commission was informed here today.

The contract, which went into effect Feb. 1, contains a provision which says the company will reimburse Grainger weekly for "reasonable entertainment and other business expenses incurred by him."

Grainger's services as an executive, according to the contract, shall be "rendered to direction by, and in-

(*Continued on page 6*)

Johnston, Weltner To Europe Sunday

Eric Johnston, president of the Motion Picture Association of America, and George Weltner, president of Paramount International Corp., are slated to leave here Sunday for Europe in connection with the negotiations of new film pacts. Principal stops will be in Madrid, Paris and Rome.

Weltner was designated to accompany Johnston on the European tour by foreign department managers of MPAA member companies at a meeting in February. At that meeting, Weltner was elected chairman of the foreign managers committee.

TNT Hits Industry FCC TV Petition

A bid for "a full and fair hearing" on theatre television by the Federal Communications Commission has been submitted by Nathan Halpern, president of Theatre Network Television, it was disclosed here yesterday.

In a communication to the FCC, sent Monday, Halpern rejected the

(*Continued on page 4*)

World Premiere of CinemaScope Today

Hollywood, March 17.—CinemaScope will be world premiered tomorrow in two separate 40-minute demonstrations—one in the afternoon, the other at night—before invited audiences of trade and national consumer press and the wire services, 20th Century-Fox announced.

The program showing off the panoramic wide-screen system will consist of scenes from the "The Robe," first CinemaScope production, now shooting, and other specially-lensed material.

Personal Mention

SIMON H. FABIAN, president of Stanley Warner Theatres; SAMUEL ROSEN, executive vice-president, and HARRY M. KALMINE, vice-president and general manager, will fly to the Coast from here today for the CinemaScope demonstrations.

•

LOUIS W. SCHINE of Schine Circuit, Gloversville, N. Y., and CHARLES A. SMAKWITZ, Warner Brothers zone manager in Albany, represented the industry at the annual dinner and gridiron show of the Legislative Correspondents Association in the Ten Eyck Hotel, Albany.

•

JOSEPH WALSH, Paramount branch operations manager, will leave Buffalo today for Albany, and will also visit the Boston and New Haven exchanges before returning to New York on March 28.

•

NATE WINIG, retiring chief barker of the Albany Variety Club, was presented with a luggage set at the Tent's 11th annual dinner dance in the Colonie Country Club there.

•

A. W. SCHWALBERG, president of Paramount Film Distributing Corp., and JERRY PICKMAN, advertising-publicity vice-president, will leave here today for Hollywood.

•

SEWARD BENJAMIN, secretary of United Artists Corp., announces the birth of a daughter, ANN LESLEY, to MRS. BENJAMIN at French Hospital here on Monday.

•

J. J. FITZGIBBONS, president of Famous Players Canadian Corp., is reported making good recovery from a recent illness.

•

LEON BRANDT, director of exploitation for Samuel Goldwyn, leaves here today for Cincinnati, St. Louis and Kansas City.

•

WILLIAM F. RODGERS, M-G-M vice-president and sales consultant, is due back from a Florida vacation next week.

•

E. K. (TED) O'SHEA, Paramount distribution vice-president, will return to New York today from the Midwest.

•

JOHN C. FLINN, Allied Artists advertising-publicity manager, will fly to New York from Hollywood tomorrow.

•

E. S. GREGG, vice-president and general manager of the Westrex Corp., is in Hollywood from New York.

•

ALFRED HITCHCOCK, director, has returned to Hollywood from a three-week personal appearance tour.

•

DAVE CANTOR, RKO Radio home office exploitation director, leaves here for Boston today.

•

SOL A. SCHWARTZ, RKO Theatres president, will leave New York today for the Coast.

Press Books Streamlined With RKO Shift to Coast

RKO Radio's press books for exhibitors have been re-designed and modernized with the shift of production of them to Hollywood from New York, as part of the recent move to center all of the company's advertising and publicity on the Coast.

First campaign manual to be turned out entirely in Hollywood is for "The Hitch-Hiker," which offers two new features—a special radio and television section to which selling suggestions have been contributed by leaders in these mediums; and an exploitation section that includes ideas submitted by a panel of prominent Coast showmen.

The press book was conceived under the supervision of Elliston Vinson, head of the motion picture division of Foote, Cone and Belding advertising agency. Copy and editorial material was prepared by Phil Gersdorf of RKO, and Mel Riddle of the agency.

'American Weekly' Award to Taylor

For having performed the best job of retail cooperative tie-in advertising in connection with 20th Century-Fox's "The Snows of Kilimanjaro," Charles B. Taylor, director of advertising-publicity for the Center Theatre, Buffalo, is first prize winner in the *American Weekly* $1,000 showmanship contest.

The first prize, $500, is followed by five runner-up awards of $100 each, won by Gerald L. Atkin, advertising-publicity manager, Warner Brothers Strand, Albany; Mrs. P. M. Thomas, Parker Theatre, Parkersburg, W. Va.; Tony Masella, Loew's Poli Palace, Meriden, Conn.; Morris Rosenthal, manager, Loew's Poli, New Haven, and Lou Cohen and Norm Levinson, Loew's Poli, Hartford.

Assisting Taylor in the preparation of the winning campaign was Leon Serin, manager of the Center, with overall supervision from Arthur Krolick, division manager of AB-PT in Buffalo.

Judges were Walter Brooks of *Motion Picture Herald* and Chester Friedman of *Boxoffice*.

Grainger to Chicago For Sales Meeting

James R. Grainger, president of RKO Radio, and other top home office sales executives will leave New York on Friday for Chicago where they will meet with the company's division and district managers on Saturday and Sunday at the Blackstone Hotel.

Grainger will report on the results of his recent visit to the studio and his conferences with Howard Hughes, chairman of the board, and C. J. Tevlin, in charge of studio operations. The sessions will mark his initial official meeting with key field sales executives. He will be accompanied by Edward L. Walton, his executive assistant; Charles Boasberg, general sales manager; Walter Branson, assistant general sales manager, and Nat Levy, Eastern division manager.

Preston to Leave Jacobs

HOLLYWOOD, March 17.—Joel Preston will leave the Arthur P. Jacobs public relations office here, where he has been an associate for the past year, to go into business on his own, effective Friday.

Video Scientists At NTFC Meeting

Dr. Alfred N. Goldsmith, chief consultant to RCA, will head a panel of scientists in the television field who will address the National Television Film Council at the Warwick Hotel here on Thursday.

Among the scientists who will cover facets of TV engineering as they apply to films on television are E. M. Stifle, Eastman Kodak, whose subject will be "The Effect of Television on Film Manufacture"; E. Schmidt, Reeves Sound Studios, on "Magnetic Striping in Television Film"; John Stott, Tri-Art Color Corp., on "Laboratory Quality Control for Films for Television"; Dr. Peter C. Goldmark, CBS Laboratories, "Films in Television—Today and Tomorrow"; C. Craydon Lloyd, General Electric of Syracuse, "Television Equipment for Special Effects," and Frank Marx, American Broadcasting, whose subject will be "Television Film Recording and Reproduction."

Theodore Huff Dead; Historian of Films

Edmund N. Huff, Jr., a film historian, better known as Theodore Huff, died here suddenly on Sunday night of a cerebral hemorrhage at the age of 47. He was assistant casting director at the Signal Corps Photographic Center in Astoria, Queens.

The author of a biography of Charles Chaplin and at his death engaged on a history of motion pictures, Huff was assistant curator of the Museum of Modern Art Film Library from 1936 to 1940 and had taught on film history at various universities. His mother and a brother survive.

South American Tour To Promote M-G-M

M-G-M has organized another South American tour of three of its young personalities, Debbie Reynolds, Pier Angeli and Carleton Carpenter.

Endorsed by the U. S. State Department, the tour will get under way on April 6 and include 10 cities, Havana, Rio de Janeiro, Sao Paulo, Bogota, Montevideo, Santiago, Valpariso, Buenos Aires, Lima and Panama.

The troupe will exploit M-G-M's "The Story of Three Loves," and other M-G-M product.

To Film Industrials In 3-D Process

Formed for the purpose of making three-dimensional industrial pictures, Three D Films, Inc., has been incorporated in Albany. The company will have its headquarters at the Charter Oaks Studio in New York. It is headed by Lou Cavrell.

Paper Holds 'Hans' Doesn't Need 3-D

SALT LAKE CITY, March 17.—Three-dimensional films will add much to the public's enjoyment but "quality" entertainment, "whether it comes in two dimensions or three," will decide the industry's future, the *Deseret News & Telegram* stated in a recent editorial. Samuel Goldwyn's "Hans Christian Andersen" was cited as an example.

"This page does not often endorse a motion picture," the editorial states, "but it endorses this one for its sheer beauty and delightfulness as well as because of the way it brings to life a part of the cultural heritage to which every child is entitled." The editorial also lauds "the imaginative method" of selling "Andersen" followed in its advertising.

Norling Stresses 3-D Screen Size

It is of the greatest importance that the size of the screen be known in advance when taking stereo pictures, John A. Norling, inventor of the Norling 3-D camera, told a meeting here yesterday of the Atlantic Coast section of the Society of Motion Picture and Television Engineers.

Norling's address, titled "The Practical Application of Stereo Principles to Motion Pictures," emphasized that there is a direct relationship between the size of the screen upon which the stereoscopic picture is to be projected and the way the stereo picture is photographed.

'Good Housekeeping' Plug for Cinerama

Cinerama is given an enthusiastic "plug" by Herbert R. Mayes, editor of *Good Housekeeping*, in the April issue.

"See it (Cinerama) as soon as you can," Mayes writes. "It is an absolutely new adventure in the realm of movies! New and downright astonishing. It's different, altogether different, from anything you've ever seen or heard in a movie theatre," he asserts in part.

Alperson, Jr. to Film In New 3-D Process

HOLLYWOOD, March 17.—A new three-dimensional mechanism, Depth-O-Vision, which utilizes two standard cameras and requires that audiences wear viewers, is to be used on an unnamed feature Edward L. Alperson, Jr., has scheduled for production.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher: Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

BOGIE DOES IT AGAIN!

(That Academy Award winner for "African Queen" is terrific!)

First 13 Spots Beat M-G-M's Famed "Above And Beyond"!

M-G-M presents
HUMPHREY BOGART
JUNE ALLYSON
In
BATTLE CIRCUS
With
KEENAN WYNN • ROBERT KEITH
Screen Play by
RICHARD BROOKS
Based on a Story by Allen Rivkin and Laura Kerr
Directed by
RICHARD BROOKS
Produced by
PANDRO S. BERMAN



GOLDMAN GETS GOLD!

Above ad prepared by Goldman Theatres is just part of their socko showmanship campaign. This mat (3 col. x 120) is available from National Screen. See M-G-M press-book for big variety of other showmanship ads.

3-D Spectacles

(*Continued from page* 1)

edged that a bottleneck exists in the spectacle situation, adding that the company is now in the process of negotiating with spectacle manufacturers. Paramount's "Sangaree," filmed in its own 3-D process, is due for national release in May.

A Warner official stated that "House of Wax" bookings would be 10 times greater if a sufficient supply of polarizing spectacles were on hand. Warner, which made its film in the Natural Vision process, will use throw-away viewers supplied by the Polaroid Corp., for which the Natural Vision Corp. is exclusive distributor. However, it may use viewers of other manufacturers if they are available, it is understood.

The WB official expressed the belief that the spectacle situation will change markedly for the better within 90 days, maintaining that the growing demand of the industry will spur the manufacture of polarizing viewers, with many new companies entering the field and old ones expanding production. He added that film companies currently are receiving samples and calls from firms interested in entering or expanding the market.

Discussed by Balaban

The topic of spectacles was one of the items discussed by Barney Balaban, Paramount president, and Paul Raibourn, vice-president, on their recent visit to the Coast. Asked for comment on the source of Paramount's supply, a company spokesman stated that there were four companies "promising" viewers for sale but only one really supplying the bulk of orders, apparently referring to the Polaroid Corp. Paramount and Warner officials were quick to point out that the spectacles for the 3-D pictures would be purchased by the exhibitor, but the distributor could not readily book a 3-D picture in a theatre without assuring the exhibitor that an adequate supply of viewers could be purchased.

United Artists, while it cannot meet the demand for "Bwana Devil" bookings, finds that the spectacle situation is easing, according to a spokesman. He disclosed that UA currently is assured of 1,300,000 spectacles weekly from the Polaroid Corp.

Set Ky. Premiere for 'Every Thursday'

Universal's "It Happens Every Thursday," dealing with the experience of publishing a weekly newspaper, will have its world premiere at the second annual "Country Editors Conference" to be held under the sponsorship of John Lair in Renfro Valley, Ky., on May 7, serving to launch a series of territorial openings in the three-state area of Kentucky, Ohio and Indiana. Lair conducts a weekly radio show over CBS called "Renfro Valley Sunday Gatherin'."

Del. Sunday Film Bill

DOVER, Del., March 17.—A bill to permit the showing of motion pictures on Sundays outside the limits of incorporated municipalities in the state has been introduced in the Delaware legislature. Under the bill, which would benefit drive-in theatres, no pictures could be shown on Sundays before 12 noon or between 6:00 and 8:00 P.M.

Asides & Interludes

—by James Cunningham

Lament of A Man Who Has Been Making Love to His Lady Friend in A Theatre Balcony for Two Decades

Will you love me as much in 3-D, as you did in the days of sound?
Or when the pictures were silent, and just shadows were moving around?
Will our love be just as platonic, as when the house was always pitch dark,
Or must we go stereophonic, with a high intensity arc?
Our nights of balcony necking, I fear, have disappeared with the years,
For, how can I kiss and embrace you
If I have to hold those gosh darned polarized glasses on my eyes and ears?

—Al Steen

☆ ☆ ☆

How honest are Detroiters?

No one actually knows, but the following ad which appeared in the *Lost* column of the *Detroit Free Press* and the circumstances leading to its placement sheds some light on the subject:

> ***Lost or Borrowed*—Over 100 pairs of 3-D polaroid glasses. Not good for general use. Patrons returning same in person or by mail will receive a pass for any future program. Telenews Theatre.**

The ad was inserted in the *Lost* column by Norman Wheaton, manager of the theatre. But it does not tell the complete story. Wheaton, who has clung, despite all the vicissitudes of theatre management, to the slogan, "The customer is always right," has been somewhat shaken in his faith.

Art Golasa of the *Detroit Free Press* tells us that actually, the Telenews Theatre in his town, despite careful checking on outgoing patrons, missed 500 polaroid spectacles during its three-dimensional run.

The glasses are of the permanent variety. They cost $1.50 a pair and, with the current demand for specs to unscramble the three-dimensional blur, are as scarce as hens' teeth.

Wheaton scratched on his desk pad, and groaned, relates Golasa. "The net loss to the theatre is in excess of $700."

But are Detroiters less honest than, let's say, Chicagoans or Milwaukeeans? Again Wheaton scribbled.

The same three-dimensional film program ran six weeks in the Windy City. Chicago reports as lost, strayed or stolen only 300 pairs of polaroids. The loss in Milwaukee was less than 100 glasses.

☆ ☆ ☆

Astor Pictures Holds A Board Meeting



Left-to-Right: Robert M. Savini, Bob Savini, R. Savini, R. M. Savini, Mr. Savini.

☆ ☆ ☆

Have you made your reservation to attend the Variety Clubs International Convention in Mexico City, come May 18, running through the 21st, and on into the final corral? Hot Tamales! ¡Bienvenidos Amigos!

Variety Club Press Release: "The dancing, music and costumes of sixteen different provinces will be shown, and the lucky observers will get an accurate and thrilling picture of the native soul and mixed blood that is Mexico."

Omigosh!

☆ ☆ ☆

Nick Matsoukas, of the Greek Matsoukases, founder and executive secretary of the National Committee of 13 Against Superstition and Fear—"Organized to Disprove Superstition, Combat Fear, and Record the Origin of Omens"—has organized the Salome Chapter No. 13 Against Superstition, Prejudice and Fear.

The committee of 13, we are told—"all intrepid anti-triskedekaphobes—will be the guests of Montague Salmon at the Rivoli Theatre in New York at the gala world premiere of Columbia Pictures' "Salome."

On the opening night, each member of the "Salome Committee of 13" will occupy Seat Number 13 of the first 13 rows of the Rivoli Theatre, crossing under a ladder before entering, after discarding all rabbits' feet, four-leaf clovers, horseshoes and battered hats. "Salome" better be good.

TNT Hits

(*Continued from page* 1)

"compromise" proposal of the National Exhibitors Theatre Television Committee and the Motion Picture Association of America. The proposal, submitted to the FCC before the agency temporarily ended its open hearings, sought an FCC order authorizing the use of existing fixed common carrier allocations by common carriers furnishing only a theatre television service.

Alternative Procedures

Halpern's petition stated that "although the common carrier theatre television service recommended . . . deserves Commission consideration, TNT feels that the Commission should consider not only this but also alternative procedures to meet theatre television service requirements."

TNT, in its bid for "a full and fair" hearing, stated that the commission has heard only the most technical phases of the testimony. "Members of the industry are prepared to offer evidence that will support a finding that exclusive or preferential use of frequencies for theatre TV would be in the public interest," Halpern stated. He claimed that TNT is the only company which has produced and distributed theatre television programs to date and its experience should be put on the public record.

In objecting to the "common carrier" approach, Halpern stated that the commission should be made aware of the "inadequate" service rendered by the present common carrier system for theatre television, calling it "the biggest bottleneck" to the development of theatre TV as an additional service to the public.

Denver TV

(*Continued from page* 1)

Ricketson, Jr., president of Fox Intermountain Theatres; Harry Huffman, former Denver city manager for Fox; and exhibitor Ted R. Gamble. Denver Television is controlled by Denver exhibitor John Wolfberg and actor James Stewart.

The FCC's Broadcast Bureau said it was not objecting so much to Cunningham's decision to give Aladdin the channel as to his decision that the three-year cut-off rule on anti-trust violations, first enunciated by the Commission itself in the Paramount hearings, applied to the Aladdin officers. The Broadcast Bureau said the rule might have been perfectly all right in the Paramount proceedings but could not be applied in a comparative channel hearing involving persons who were not yet television licensees.

Trust Suit

(*Continued from page* 1)

20th-Fox for permission to bid competitively for 20th-Fox product with the Skouras Riverside, a nearby theatre, but that the request was denied. Skouras operated the Symphony from 1937 to 1943 and had a full franchise for 20th-Fox pictures. When Skouras gave up the Symphony, the franchise was transferred to the Riverside, which, according to the complaint, is given a uniform system of clearance and run by the distributor. It is claimed that 20th-Fox discriminates against the Symphony in favor of the Riverside and three other Skouras theatres.

RCA's SALUTE

to the Motion Picture Industry

THE FIRST NATIONWIDE PRESENTATION OF THE ACADEMY AWARDS

As a grand climax to 25 years' creative effort, the motion picture industry this year invites the American public to see the Academy Awards ceremony. (NBC-TV, Thursday, March 19, 10:30 P.M. EST.) For the first time ever, the entire nation will witness this most glamorous of all motion picture events.

WE, AT RCA, ARE PROUD of our part in this important undertaking. We take pride in our long association with the motion picture industry. We are proud to be the first to join with the Academy of Motion Picture Arts and Sciences as it opens its doors to the nation.



THEATRE EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Hudson Is Cited At Detroit Dinner

DETROIT, March 17.—"Coast to Coast Theatre Presents 'California Here I Come,' an Earl Hudson $35,000,000 Production With an All-Star Cast of Thousands of Friends."

Those words, emblazoned on a huge sign, greeted Earl J. Hudson as he stepped into the ballroom of the Sheraton Cadillac Hotel here last night.

Leaders from all walks of life in Detroit joined with motion picture executives in honoring Hudson, newly appointed vice-president of ABC's Western division, at a banquet.

Variety of Detroit spearheaded the testimonial which brought film executives here to pay tribute to Hudson's many years of service to Detroit, as a civic leader and as president of United Detroit Theatres.

Toastmaster was Robert J. O'Donnell, president of Interstate of Dallas and past chief barker of Variety Clubs International.

Speakers included Leonard H. Goldenson of New York, president of ABC-Paramount Theatres; Harvey Campbell, of the Detroit Board of Commerce and Dr. A. C. Furstenberg, dean of the Medical School at the University of Michigan.

The United Cerebral Palsy Association of Michigan presented Hudson with an engrossed scroll which read: "In recognition of Earl J. Hudson's untiring leadership and foresight in behalf of those unfortunate persons afflicted with cerebral palsy."

A silver plaque which praised Hudson's "outstanding record as a civic leader, a fine theatre executive, whose contributions to humanity, especially in the founding of Variety's work for those afflicted with cerebral palsy," was presented by the Variety Club of Detroit.

Industry Clear of 'Reds' Says an 'Ex'

HOLLYWOOD, March 17.—Screenwriter Martin Berkeley, former Communist who was the star witness at the 1951 hearings of the House Un-American Activities Committee here, said in an address to the North Hollywood Post No. 405 of the American Legion, "Those of you who have avoided motion picture theatres because of Red infiltration can now attend, knowing that your fight has been won. Major studios do not have a single Red working for them who has been named before the Congressional committee. I tell you there isn't an industry in the entire country that can match that record."

Lawler Heads Circuit

HARTFORD, March 17.—Carroll J. Lawler, formerly head booker for Jamestown Amusement Co., New York, and at one time with Paramount-Publix, has been named general manager of Hartford Theatres, succeeding the late Gus Schaefer.

Lamont Opens Drive-ins

ALBANY, N. Y., March 17.—Harry Lamont of Albany will open the Overlook Drive-in at Poughkeepsie on Friday. The Hyde Park Drive-in, near Poughkeepsie, will start its season on the same date. This year's openings are several weeks earlier than last year's.

Review

"Problem Girls"

(Columbia)

SOME unsavory characters suffering from psychopathic ailments provide the motivation for this unusual production which was written and produced by Aubrey Wisberg and Jack Pollexfen. Even though the settings and characterizations are depressing, the film should have appeal to those who prefer stories that have an air of mystery and intrigue. There is an overabundance of neurotic misfits in the picture; even the sympathetic and kindly professor is a wife-murderer who has served 20 years in a penal institution.

Ross Elliot, a young psychology instructor awaiting his license to practice medicine, provides the only touch of the normal in this school of mentally deficient young girls. Even though the students are ill, they possess a strange hold over the faculty since they come from wealthy families who pay exorbitant fees to the school rather than suffer embarrassment of having their daughters committed to a state asylum. A senile alcoholic is the nominal head of a faculty of equally neurotic and abnormal individuals who are otherwise unemployables.

Against this background, we find the young instructor attempting to care for the girls and decipher the reasons for the school mystery concerning the athletic instructor's wife. When he stumbles upon the nefarious plot of the school directors, Elliot suddenly finds himself involved in a case of murder, blackmail and a million-dollar inheritance. The means by which he solves the mystery, rescues a drugged amnesia victim and assures the triumph of justice, take up the major portion of the film.

Acting, production and direction values are adequate. The story is a trifle uneven but there is sufficient hysteria to manage a bit of interest.

Others in the cast are Helen Walker, Susan Morrow, Anthony Jochim, James Seay, Marjorie Stapp, Roy Regnier, Eileene Stevens, Tom Charlesworth, Beverly Garland, Joyce Jameson, Nan Leslie, Joyce Jarvis, Mara Corday and Tandra Quinn.

Running time, 70 minutes. General audience classification. For April release.

Film Labs

(*Continued from page* 1)

cost finding and accounting methods, collect and disseminate trade statistics and data, promote and assist in the exchange of reliable credit information and acquire and disseminate accurate and reliable information concerning the producing, shipping, receiving, selling, marketing and other transactions pertinent to the motion picture laboratory business."

A meeting of charter members will be held here today to prepare letters of invitation to laboratories throughout the country. It is planned to hold the first national meeting in Hollywood next month in conjunction with the convention of the Society of Motion Picture and Television Engineers. At that time there will be a new election of officers and directors.

Idea for the founding of the group was conceived by a group of laboratory men attending the SMPTE convention in Washington last October. A subsequent meeting was held in Washington and another in New York in mid-January. Active in the formation of the association were Neal Kehn of the Calvin Co., Kansas City; Byron Roudabush of Byron, Inc., Washington, and Stott.

Arbitration Probe

(*Continued from page* 1)

now wanted to learn the distributors' side of the story.

The meeting today will include Austin Keough, vice-president and general counsel of Paramount Pictures, and others who participated in the various arbitration negotiations last year.

Noone will meet tomorrow with sales executives of several film companies to discuss trade practices in general. It is not definite whether the sessions will extend into Friday. Noone is gathering material for the committee's investigation and hearings on film industry operations as they relate to exhibitor-distributor problems.

Grainger Salary

(*Continued from page* 1)

struction of, the chairman of the board. . . ." Howard Hughes, who has reacquired his controlling interest in RKO Pictures, is chairman of the board.

Another provision states that if at any time during the term of the agreement, Grainger shall not be duly elected president, he may, at any time while such condition continues, terminate the agreement by written notice. According to the contract terms, Grainger is entitled to take a vacation of two weeks during each year with full pay.

Grainger, who recently left Republic Pictures, earned $91,245 as executive vice-president there. His $1,750 weekly at RKO Pictures comes to $91,000 yearly.

'Pan' Enters Roxy Select

When Walt Disney's "Peter Pan" starts its sixth and final week at the Roxy Theatre here today it will be the seventh film in the 26-year history of the theatre to play for that length of time. Other films which attained the six-week record runs include "Wilson" in 1944; "A Tree Grows in Brooklyn," 1945; "The Dolly Sisters," 1945; "Leave Her to Heaven," 1945; "The Razor's Edge," 1946; and "All About Eve" in 1950.

'52 Release on Chi. TV

CHICAGO, March 17.—"The Wide Boy," released to theatres here in February by Capitol Films, was shown on WGN-TV. The picture, made in England, stars Susan Shaw, Sydney Taffler, and Ronald Howard; it was produced in 1952.

'Madam' Grosses $11,000

LOS ANGELES, March 17.—"Call Me Madam" grossed $11,000 for the first two days of the second week of its run at the Ritz Theatre, compared to a gross of $6,500 for the comparable period of "My Cousin Rachel" during the Christmas holiday, it is reported.

National Pre-Selling

PHILIP T. HARTUNG, movie editor of *Woman's Home Companion,* recommends "She's Back on Broadway," "Moulin Rouge," "The Naked Spur," "The Jazz Singer," "Jeopardy," and "Tonight We Sing," in the April issue.

Appearing in the same issue is the Frances Goldwyn story, "I Love Making Movies with Sam."

Also in the issue is a table of contents page ad on "Sombrero."

•

Louis Berg, movie editor of *This Week* Magazine, reported on Walt Disney's "True Life Adventures" series in the March 15 issue. Berg says "If Hollywood seems to concentrate on the animal side of human nature, Disney is bent on demonstrating the human aspects of animal life." Disney says, "Animals have tender feelings, intelligence, and even a sense of humor."

•

"Lili," the M-G-M picture now at the 52nd St. Trans Lux Theatre, is reviewed in the current issue of Life.

A page and a half is devoted to photographs taken on the "Lili" set which features Leslie Caron, the picture's star.

•

A Kapralik caricature in full color of the stars in United Artists' "Moulin Rouge" will appear on the front cover of *Pictorial Review* on March 22nd.

The stars portrayed are Jose Ferrer, Zsa Zsa Gabor, Suzanne Flon and Colette Marchand.

•

"Angel Face," "The Story of Three Loves," and "The Girls of Pleasure Island" are recommended in *McCall's* April issue. Each picture received space in *"McCall's* Goes to the Movies" guide.

•

Alfred Hitchcock, director of Warner's "I Confess," has written a history of "The Chloroform Clue Murder" which took place in 1885, *for the March 22 issue of American Weekly.*

•

Louella Parsons chose "The Stars are Singing," for the "Movie Citation of the month" in the March issue of *Cosmopolitan.* "Off Limits" was picked as the best comedy and "City Beneath the Sea" as the best adventure film of the month.

Also in the issue is a full color ad on "Peter Pan."

•

"Battle Circus," "The Story of Three Loves" and "Justice Is Done" are reviewed in the current issue of *Time* magazine. Also recommended are "Lili," "Peter Pan," "Don Camillo," "Moulin Rouge," "The Member of the Wedding" and "Come Back Little Sheba."

WALTER HAAS

'Hall' Show Opens Mar.26

Radio City Music Hall's three-part Easter program, highlighted by the world premiere of Warner Brothers' "By the Light of the Silvery Moon," will open on March 26. The program will also include the Music Hall's pageant, "Glory of Easter," and a new extravaganza, "Rainbow," produced by Leonidoff.

"I love watching Sam make movies!"

by Mrs. Samuel Goldwyn



Want to read something good? Buy, borrow, or swipe a copy of the new April COMPANION—on the stands right now. Settle down with Frances Goldwyn's who-should-know-better-than-I story, *I Love Watching Sam Make Movies.* Learn how Sam Goldwyn really operates . . . how he moved heaven and earth turning a hunch and a horde of impossible temperaments into a tremendous success called *Hans Christian Andersen.*

It's a fascinating story in its own right, and another example of why more than 4,300,000 readers count on the COMPANION for movie news and guidance every month . . . of why Hollywood has invested more money in the COMPANION during the past seven years than in any other monthly magazine.*

**Except, of course, the fan magazines.*

Woman's Home COMPANION

CURRENT CIRCULATION OVER 4,300,000

THE CROWELL-COLLIER PUBLISHING COMPANY—640 FIFTH AVENUE, NEW YORK 19, N. Y.—PUBLISHERS OF WOMAN'S HOME COMPANION, COLLIER'S, THE AMERICAN MAGAZINE

REGARDING

TV SUPPORT

FOR

IRVING BERLIN'S CALL ME MADAM

TECHNICOLOR







FOR EASTER!

On Sunday, March 29th, the top-rated TV show ED SULLIVAN'S "TOAST OF THE TOWN" will pre-sell "CALL ME MADAM" for you with a preview of highlight scenes from this great 20th Century-Fox musical. This tremendously popular program is viewed in homes coast-to-coast via CBS-TV network and affiliates.

CASH IN ON THIS GREAT PROMOTION!

Now is the time to plan and purchase spots just before and after "Toast of the Town" when it pre-sells "Call Me Madam" in your city! Put this hour-long TV show to work for you!



THERE'LL BE NO EASTER LIKE A 20 CENTURY-FOX EASTER!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 53 NEW YORK, U. S. A., THURSDAY, MARCH 19, 1953 TEN CENTS

'Oscar' Show Audience Put At 60,000,000

See TV Effect Altering In Each Time Zone

Sixty-seven television stations and 190 radio broadcasting outlets of the National Broadcasting Co. will carry tonight's "Oscar" ceremonies of the Academy of Motion Picture Arts and Sciences to a potential audience of an estimated 60,000,000 listeners and viewers.

The competitive effect of the program, which gets under way on the Coast at 7:30 P.M.(PST), on theatre attendance is expected to vary in each time zone. The most negligible effect is due in the East, where the program will be seen and heard between the hours of 10:30 and 12:00 P.M. (EST),

(*Continued on page 4*)

House Unit Would Support Five-Year Limitation on Suits

WASHINGTON, March 18—A House Judiciary sub-committee today tentatively voted to support legislation setting up a uniform five-year Federal statute of limitations on private treble damage anti-trust suits.

The Motion Picture Association of America has been urging a statute

(*Continued on page 4*)

Dedicate Drive-ins 'To the Family'

Dallas, March 18.—*"Dedicated to the Entertainment of the Family"* is the creed of the new International Drive-In Theatre Owners Association, organized by Claude Ezell, president of Ezell and Associates, drive-in circuit.

"The cardinal principle of the drive-in operation is entertainment for the family, and it is for this reason," stated Ezell, "that we have accepted the suggestion of Phil Isley, president of Phil Isley Theatres, for the drive-in creed.

CINEMASCOPE IMPACT IS IMPRESSIVE TO OBSERVER

By WILLIAM R. WEAVER

Hollywood, March 18.—On a screen 63 feet wide by 25 feet high, with a horizontal curvature of five feet, 20th Century-Fox today demonstrated the CinemaScope process at its studio here to members of the press and leading industryites in five morning, afternoon and evening showings.

The material screened ranged from an automobile race, photographed experimentally at a local speedway last weekend, to two finished sequences of "The Robe," with a wide variety of scenes that had been shot for the studio's guidance in using the CinemaScope technique.

Despite the fact that none of these films had been finally edited or scored, all were powerfully promiseful that CinemaScope will be a great factor in the industry's future. Scenes from "The Robe" and "How to Marry a Millionaire," sharply different subjects, showed with impressive impact CinemaScope's flexibility, versatility and dramatic capacity.

Stereophonic sound, with which the studio screening room

(*Continued on page 4*)

3 More Showings of CinemaScope Today

HOLLYWOOD, March 18.—There will be three separate demonstrations of the CinemaScope process at 20th Century-Fox's studios here tomorrow and three more on Friday, with one on Saturday.

RKO Radio, Samuel Goldwyn and Walt Disney studios and artists' representatives will see it at 10:30 A.M.; United Artists, Production Code Administration, and independent producers, 2:30 P.M.; and Warner Brothers, 4:00 P.M.

Republic and Allied Artists studios and artists' representatives will view CinemaScope on Friday, 10:30 A.M.; exhibitors and international press, 2:30 P.M.; and Southern California exhibitors, 5:00 P.M.

Another exhibitor demonstration will be held Saturday, at 10:30 A.M.

AA to Make 23 in Next Six Months

HOLLYWOOD, March 18.—Allied Artists exccutive producer Walter Mirisch announced today that 23 pictures will be filmed by that company in the next six months. Believed to be the biggest number scheduled by any studio for that period, the listed attractions include four in color by Technicolor, four in other colors, and one in Natural Vision 3-D.

The Technicolor productions are "Black Knight," "Annapolis '53," and "Wichita," which three Mirisch will produce personally, and "Hajji," a Walter Wanger production. The three-dimensional production is "Maze," with Richard Heermance named as producer.

Loew's to Film in CinemaScope Soon

Loew's, Inc. soon will announce plans for its first picture in 20th Century-Fox's CinemaScope process, according to a joint announcement issued here by Nicholas M. Schenck, president of Loew's, and Spyros P. Skouras, president of 20th-Fox.

The announcement stated that previously reported arrangements now have been concluded for Loew's "to move forward with CinemaScope." Neither company, however, disclosed how many productions are involved or any other details.

Seven Get New UA Foreign Dept. Posts

Arnold M. Picker, vice-president of United Artists in charge of foreign distribution, reports seven promotions and key appointments involving operations in Continental Europe, Latin America and South Africa.

Sam Bekeris, South American supervisor, has been named supervisor of all of Latin America and will transfer his headquarters from Buenos Aires to Mexico City.

Alfred Katz, formerly Caribbean supervisor, has been promoted to the home office foreign executive staff.

George Kallman, formerly special representative in Mexico, has been appointed manager in Panama, succeeding Paul Wir, resigned.

Eric Pleskow, manager in South Africa, has been named special repre-

(*Continued on page 4*)

Senate Counsel Sifts Data On Arbitration

Distributors' Side of Problem Told to Noone

The distributors' position in the efforts to set up a system of arbitration for the film industry was placed before counsel for the Senate Small Business Committee at a meeting here yesterday between Charles Noone, the committee's attorney, and legal heads of three major companies. Austin Keough of Paramount, Adolph Schimel of Universal and Robert Perkins of Warner Brothers, who were active in the drafting of the distributors' proposals, reiterated the companies' stand against the arbitration of film rentals and explained the increased costs of operations.

The attorneys told Noone

(*Continued on page 4*)

RKO Theatres '52 Net, $1,025,913; Slight Dip from '51

A net profit of $1,025,913, after all taxes and charges, including a loss of $145,059 on the sale of capital assets, was reported here yesterday by RKO Theatres Corp. and subsidiaries for 1952. This compares with a consolidated net of $1,322,069, including a profit of $381,840 on the sale of capital assets before taxes, for the previous year.

The profit on operations before deductions, including depreciation, dividends, interest and taxes, was $3,835,663, compared with $4,350,610 in 1951. The provision for estimated income taxes in 1952 amounted to $675,000, or $550,000 less than 1951 taxes which totaled $1,225,000.

20th - Fox Common Hits Year's High

Twentieth Century-Fox common stock climbed to a new high for the year yesterday when it closed at 18⅛, after a record 17¾ on Tuesday. The stock price has almost doubled since Nov. 30 when the closing was 10¾. The low for this year was 13½.

Personal Mention

LEONARD H. GOLDENSON, AB-PT president, and ROBERT H. O'BRIEN and ROBERT M. WEITMAN, vice-presidents, will leave here today for Chicago, San Francisco and Los Angeles.

•

ROBERT STERNBURG, Boston district manager for New England Theatres, Inc., has again been named production manager for the fourth annual "Celebrities Night" show to be held at the Boston Garden April 26 for the benefit of the Jewish Memorial Hospital's building fund.

•

HIDEO SHIOTSUGU and MASATOYO TAKANO, executives of the Eiga Haikyu Co., Ltd., which handles Allied Artists distribution in Japan, have left here for England. They will go to France and Italy before returning to Tokyo.

•

DOROTHY LAMOUR has accepted the motion picture chairmanship of the forthcoming ninth annual observance of "National Sunday School Week," April 13-19.

•

CHARLES E. KURTZMAN, Loew's Theatres Northeastern division manager, has been named general chairman of the Mental Health Fund for Massachusetts.

•

OLIVER C. BROUGHTON, maintenance supervisor for M-G-M exchanges, will leave here shortly on a tour of New England branches.

•

CHARLES REAGAN, M-G-M general sales manager, returned to New York yesterday from a Florida vacation.

•

GENE PICKER of Loew's Metropolitan New York circuit, left here for the Coast yesterday.

•

HAROLD WIRTHWEIN, Allied Artists Western sales manager, has left Hollywood for Salt Lake City.

•

GEORGE D. BURROWS, Allied Artists executive vice-president and treasurer, has returned to Hollywood from here.

•

WILLIAM E. OSBORNE, assistant export manager of Monogram International Corp., has left New York for the Far East.

•

RAFAEL G. MARTI, distributor of Allied Artists product in Puerto Rico, is in New York from there.

•

RUSSELL DOWNING, president of Radio City Music Hall, is in Hollywood from New York.

•

LOUIS RATENER, Ohio drive-in owner, was married to YRMA WADE of Texas.

$61,000 Cinerama Sale

DETROIT, March 18.—The advance sale for Cinerama at the Music Hall Theatre here reached $61,000 today, ranking it with record-holding attractions which have played this city. The figure includes advanced price tickets for the benefit premiere next Monday night.

12 Telethons Netted Palsy $2,287,612, Says Goldenson

Twelve telethons conducted for United Cerebral Palsy in as many cities in 1952 resulted in contributions totaling $2,287,612, it was announced yesterday by Leonard H. Goldenson, UCP president, and also head of American Broadcasting - Paramount Theatres.

On the over-all average, actual collections from the 12 TV marathons totaled 98 per cent of the amounts pledged when the shows went off the air, according to a tabulation just made by the Palsy Fund.

Top moneymaker of all the telethons was the 18-hour show over Station WABC-TV, New York, on Dec. 7-8, which was opened with a filmed appeal by then President-elect Dwight D. Eisenhower. The show which featured 200 stars of the entertainment world under Robert M. Weitman, and "emceed" largely by Dennis James, brought in $642,824, or 116 per cent of the $553,527 pledged.

Three other cities also went over the top. A Los Angeles telethon with a cast headed by Bob Hope, UCP Life chairman, set the pace in May, 1952, with collections of 112 per cent. Jack Webb shared the "MC" chores in that show over Station KECA.

Fiesta Night Opens New V.C. Clubrooms

More than 100 members and guests of the New York Variety Club formally initiated the Tent's new headquarters in the Piccadilly Hotel last night with a "fiesta." In cooperation with the Mexican government's tourist bureau, represented by Carlos Bas, the party was conducted along "South of the border" lines, with Mexican decorations and refreshments. The Mexico City Variety Tent sent boxes of flowers for the ladies. Continuous entertainment was in progress from 7:30.

In addition to chief barker Ed Lachman, others who handled the affair were George Waldman, Si Seymour and Harry Mansfield.

Variety Milk Train Plan Is Abandoned

BOSTON, March 18.—Because of unforeseen complications, especially the waiving of the government duty which would allow Variety Clubs to bring powdered milk into Mexico City tax free, after a conference with international chief barker Jack Beresin, and Max Gomez of Mexico City, William S. Koster, general chairman of the milk drive, said that it was decided it would be impractical to carry through with the proposed plan of Variety's "Goodwill Milk Train."

Koster has so notified all Variety Tents and also said that "we continue to be thankful to the trade press for their interest and cooperation."

Netter West for Stereophonic Talks

L. D. Netter, Jr., general sales manager of Altec, has left here for the Coast to discuss future stereophonic sound deliveries and activity with Altec officials.

He will stop in Detroit to discuss first-run stereophonic sound with Harold Brown, president of United Detroit Theatres, and with M. F. Gowthorpe, president of Butterfield Theatres. Netter will also stop in Chicago to discuss multiple-track sound system installation with Balaban and Katz. This equipment has already been sold and will be installed by May for "House of Wax."

Snaper to Address Southern Exhibitors

RICHMOND, Va., March 18.—Wilbur Snaper, president of Allied States Association, will speak at the Virginia Motion Picture Theatre Association annual convention on Wednesday, May 6. Announcement was made here today by Syd Gates and Leonard Gordon, co-chairmen of the convention which will be held May 5-7 at the Hotel Chamberlin, Old Point Comfort.

Exhibitors from Virginia, Maryland, the District of Columbia and the Carolinas have been invited to attend.

Lesser Forms New Roadshow Company

HOLLYWOOD, March 18.—Formation of Roadshow Attractions, a distribution organization to handle the release of a number of special films he has acquired or produced, was announced by Sol Lesser. The new organization will have headquarters here with Jack Thomas as general manager. Regional offices of Roadshow have been set up in Chicago, New York and Dallas with Max Roth, Seymour Poe and Herman Beiersdorf as respective sales heads. A sales chief for Los Angeles is still to be named.

Victor Clarke Dies On Coast at 72

HOLLYWOOD, March 18.—Victor H. Clarke, 72, industry veteran who retired from an executive post with the Association of Motion Picture Producers in 1948, died today at his home in Vista, Cal. Entering the industry in 1920, as manager of the Famous Players-Lasky studio at Astoria, L. I., he came West in 1923 as manager of the company's Hollywood studio, and held the same position later with M-G-M. Clarke joined AMPP in 1937 as assistant to Pat Casey in charge of labor relations. The widow, a daughter and two sons, survive. The funeral will be private.

Defer Variety Meet

The luncheon-meeting of the local Variety Club Foundation scheduled for today at the Piccadilly Hotel has been postponed until next Thursday.

To Keep US Firms Out of Canadian TV

Ottawa, March 18.—Television broadcasting will be a public development in Canada and no United States private broadcasters will be allowed to enter the field, the Canadian government reports.

Brigham Tells of NV's 3-D Technique

Natural Vision's acclaimed success in following the mechanics of the eye in its three-dimensional film process was highlighted here last night in an address by James Brigham, NV's field technician, before the Radio-Television Newsreel Working Press Association of New York.

Brigham told the meeting, held at Paramount News headquarters, about NV's technique in shooting 3-D films, stressing the dual requirements of possessing the needed precision camera and skilled cameramen.

Winik to Head 3-D Fight Filming

Leslie Winik, veteran sports filmmaker who filmed the 1920 bout between Jack Dempsey and Georges Carpentier, has been appointed production manager for the three-dimensional fight film of the Rocky Marciano-Jersey Joe Walcott heavyweight championship battle at Chicago Stadium on April 10, it was disclosed by Nathan L. Halpern, who is supervising production of the first fight film to be made in the new tri-dimensional medium.

Winik has been in charge of photography at Madison Square Garden for 10 years and has produced many sports pictures.

Greenthal Handling Polalite Advertising

Monroe Greenthal Co. will handle the national advertising of the 3-D division of Commerce International Co., Inc., here, which produces adjustable Polalite glasses for use in motion picture theatres, Matthew Fox of the company reports. The glasses will be distributed through the affiliated offices of National Film Service, which are now taking orders for May 15 delivery.

Bob Ritchie of Commerce International is acting as coordinator of the 3-D division in its theatre owner relationships.

Trudepth Is the Newest in 3-D

HOLLYWOOD, March 18.—Trudepth 3-D system, employing a single camera, a single projector and a new type of viewing glasses, is to be used by Phil Tucker on "Robot Monster," which he will produce and direct, independently, with Al Zimbalist as executive producer. Tucker, who developed Trudepth, said details cannot be divulged until certain patents have been cleared.

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HOT OFF THE FRONT PAGE OF M. P. DAILY!

Hollywood, March 15

"THIS is one of the big money pictures of the year. Maybe the biggest one of them. Time will tell about that, as it did about the directly comparable "Going My Way," but it'll be big enough, never worry. It is John Wayne's all-around best picture to date—which is taking in a lot of territory—and it contains John Wayne's all-around best performance, a pair of circumstances that augur an astronomical box office total. More than that, it figures to make a great many millions of motion picture theatre-goers very happy about the whole thing, and to restore confidence in the old truism that motion pictures, when they're good, are the best entertainment show business has devised so far. This is a picture to measure your theatre with, thus: if it doesn't gross capacity, sell the joint. But it will.

Michael Curtiz, the most versatile director on this or any continent, directed the picture with warm understanding of its human values as well as of its great comedy content.

Besides Wayne, who never h[illegible]ore congenial casting Charles"



WARNER BROS.
HAPPILY PRESENT
IT ON APRIL 4TH!

JOHN WAYNE
DONNA REED
CHARLES COBURN

"Trouble Along the Way"



WITH
TOM TULLY · SHERRY JACKSON · MARIE WINDSOR · TOM HELMORE · DABBS GREER
LEIF ERICKSON · DOUGLAS SPENCER · LESTER MATTHEWS · CHUCK CONNORS

SCREEN PLAY BY
MELVILLE SHAVELSON AND JACK ROSE · PRODUCED BY MELVILLE SHAVELSON
MUSIC BY MAX STEINER

DIRECTED BY
MICHAEL CURTIZ

'Oscar' Show

(Continued from page 1)

allowing patrons time to both see a motion picture and the Academy program.

NBC, through advertisements in newspapers and other media, has publicized throughout the country the first telecast of Academy Award ceremonies in the Academy's 25 year history. The domestic audience, it was learned, will be augmented by a potential foreign radio audience of 31,000,000 to be reached by Armed Forces Radio Service and foreign stations.

While it was acknowledged in trade quarters that the telecast may impinge upon theatre attendance in some sections of the country, other trade sources pointed to the huge audience which will be reached by TV and its potential benefit to the industry.

For the first time in the 25 years of Academy Awards, a New York ceremony at NBC's International Theatre will be added to the Hollywood presentations at the RKO Pentages Theatre. It was because of the New York angle, it was learned, that the program was lengthened to a one-and-a-half-hour show from an hour performance. Many of the top contenders will be at the International Theatre and the required pick-up, if they are selected, required more programming time.

In Hollywood, Bob Hope will "emcee" the presentations, while Paul Douglas will act as NBC radio commentator. Fredric March will present any awards which may be won by nominees in New York at the International Theatre. Conrad Nagel, a former president of the Academy, will be master of ceremonies and commentator for those portions of the NBC teleeast and radio broadcast which originate from New York.

The broadcast and telecast is being sponsored by the RCA Victor division of the Radio Corporation of America. NBC paid $100,000 for the radio and TV rights to this year's "Oscar" presentations, according to Charles Brackett, Academy president, who will also participate in the telecast.

The $100,000 paid out by NBC beat out Theatre Network Television's bid, which hinged on getting the approval of film company's for a theatre teleeast.

The Armed Forces Radio Service, in addition to carrying the event to thousands of U.S. servicemen throughout the world, will also serve as the feeding station for 69 foreign stations for the program. The foreign countries which will earry the Aeademy show via local stations will be England, Japan, Korea, Australia, South Africa, India and Germany, in addition to many countries in South America.

Stop 'Limelight' Showing

MILWAUKEE, March 18. — Merlin Hanson, manager of the Park Theatre in Waukesha, Wis., in co-operating with the local Disabled American Veterans, will not show "Limelight" in his theatre. The Warner Theatre, in Milwaukee, is still scheduled to show the film on March 25 despite protests from the Milwaukee County American Legion.

March is American Red Cross Month. GIVE!

CinemaScope Impressive

(Continued from page 1)

was equipped, manifestly aided the realistic effects of the system although, as a matter of fact, the optical appeal was so strong that sound seemed incidental.

Post-demonstration comment among observers sought to compare CinemaScope effects with true 3-D, but achieved no useful results inasmuch as the two are totally dissimilar quantities.

Spyros Skouras, 20th-Fox president; Al Lichtman, Charles Einfeld and Darryl F. Zanuck, studio head, who addressed the groups, attended the demonstrations. Among film leaders attending were executives of M-G-M, Columbia, Universal and Paramount studios, and Stanley Kramer.

Skouras said CinemaScope will greatly reduce production costs through reducing the number of camera setups required.

Lichtman said all leading supply dealers are preparing rapidly to furnish exhibitors with CinemaScope screens, lenses and stereophonic equipment.

Zanuck stressed the point that closeups are made unnecessary, and that one sequence shown was filmed in half a day instead of four days as would have been required in standard procedure.

5-Year Limitation

(Continued from page 1)

of only two years. Exhibitors have suggested five or six years. At present, private anti-trust suits are governed by state statutes, which range anywhere from one to 20 years.

The sub-committee, headed by Rep. Reed (R., Ill.) did not finish work on the bill, bogging down under technical provisions. Members said, however, they doubted the vote to set the statute at five years, rather than some other time limit, would be changed. They indicated they would probably finish the bill at their next meeting, in about a week.

Approved Another Bill

The sub-committee did approve another bill to increase from $5,000 to $50,000 the maximum fine for violating the anti-trust laws. This measure now goes to the full committee.

The group did not take action on proposals by Reed to give Federal courts discretion to award less than treble damages in private suits. Courts must now award three times the damage, whenever they find a defendant guilty. A subcommittee member said the lawmakers felt this was a comparatively new idea, and that it merited hearings by the Judiciary Committee's regular anti-trust subcommittee headed by Rep. Keating (R., N.Y.)

7 Get New UA Posts

(Continued from page 1)

sentative in Germany, replacing Herbert Horn, resigned. Pleskow will be stationed in Frankfurt and will serve as liaison with Constantin Films, UA's distributor in Germany.

Leonard Pearlman, formerly manager in Trinidad, has been appointed manager in South Africa. Pearlman's successor in Trinidad is Ted Rysfeld, a newcomer to UA, who previously served as RKO Radio manager in Poland.

Rounding out the new appointments is the assignment of Daniel Frankel as manager in Belgium, succeeding Albert Steinhardt, resigned. Frankel was at one time foreign sales head for Pathe and later vice-president of Four Continents Films.

March is American Red Cross Month. GIVE!

Arbitration Data

(Continued from page 1)

that they were disappointed over the failure of arbitration to materialize and, while not trying to put the blame on anyone, they said that the pretext offered by some industry segments for the failure was the refusal by the companies to arbitrate rentals.

Noone was given a breakdown on retrenchments and economies which the companies have been trying to effect because of the high costs of production and the increased expenses in delivering their pictures to the market. They told him that despite high costs, exhibitors still want the companies to sell their product for less, indicating that it was an economic impossibility. They also described the "fierce" competition among distributors.

Abreast of Situation

The information given to Noone was in reply to questions. Noone appeared to have been abreast of the situation through trade press reports of the arbitration situation, but he wanted confirmation from the distributors on some aspects of the controversy. While Noone's function was only to collect information for the Small Business Committee and relay the data he gathered, it was indicated, according to the lawyers, that Noone was impressed and that their arguments "made sense." Noone agreed that no one could be forced to arbitrate if he did not want to.

Asked if the Small Business Committee could recommend that the industry pursue an arbitration system, a spokesman for the distributors said that the committee "could do what it wanted." Whether arbitration will be advanced as a result of the committee's interest in the question was described as "anybody's guess."

Noone will report his findings to the committee which, as yet, has not set a date for its first hearing.

Oklahoma Tax Measure

OKLAHOMA CITY, Mareh 18.—The Oklahoma house has passed and sent to the senate a bill to exempt motion pictures from the state sales tax. Sponsors of the measure pointed out that theatre patrons already pay a sales tax on tickets.

Mexican Production Costs Set A Record

MEXICO CITY, March 18—Total production eosts last year were $6,820,000, the highest in the history of the Mexican industry, and an average of $69,300 per picture. The high pay of stop stars was eited as a prominent factor in costlier pietures. Maria Felix, top actress, commands $52,000 per picture, and Arturo de Cordoba, $28,900.

Feature production last year totaled 99, compared to 102 in 1951 and a reeord-high of 125 in 1950.

Of the 96 Mexican pictures exhibited here last year, only 18 were important box-office, official gross reports reveal. Two of these, each starring "Cantinflas" (Mario Moreno), biggest money-making Mexican comedian, were the box-office champions in the Mexican division. Both played the Cine Roble, first-run theatre. The top one was "Were I A Congressman" with a $138,000 gross in six weeks. The other, "The Atomie Fireman," garnered $115,750 in five weeks. Third best was "The Right to Be Born" whieh took in $114,500 in seven weeks at the Cine Orfeon, secondary first-run. But this picture was unique in that during its first three weeks at the Orfeon it grossed more than any other picture exhibited in Mexico during a like period at one theatre. Fourth place was captured by "My Wife and the Other Girl," with $99,300 grossed in seven weeks at the Orfeon.

Two Mexican pictures were the lowest grossers of any films screened here last year. They only played one week eaeh. They were "The Nightingale," $1,735 gross at the Orfeon, and "Uncle of My Life," $1,625 at the Cine Palacio Chino.

Mexicans Would Double Production

MEXICO CITY, March 18.—Some 20 domestie producers demand doubling Mexico's annual film production to more than 200 yearly to solve the industry's problems and improve national economy by exporting more pictures to those European countries that like Mexican films but see few of them. That was what the produeers told Angel Carvajal, Secretary of the Interior, top Government department.

But, they stressed, that requires much money and they look to the government to furnish the funds. That drew the eomment, "better pictures must be produced before government money can be provided," from the presidents of the Bank of Mexieo, the trade's own bank, the semi-official Banco Nacional Cinematografico, and the Nacional Financiera, S.A., the government's fiscal agency.

Sets Negro Talent Film

Yates Pictures, Inc. will release for general distribution a two and one-half-hour film featuring top Negro talent. Called "Jazz-O-Rama," the package is eomposed of a full length musical and several shorts. The cast includes Nat King Cole, Marian Anderson, Cab Calloway, Joe Louis, Satchel Paige, Jackie Robinson, Duke Ellington, and others.

March is American Red Cross Month. GIVE!

Reviews

"Split Second"

(RKO Radio)

THIS is Dick Powell's first directorial effort and the results are outstanding. The picture is intensely exciting, holding the interest of the viewer from the opening shot to the spectacular fadcout. The test explosion of an atom bomb in the climactic sequences, in which a ghost town in the Nevada desert folds up like cardboard toy houses, is one that will long be remembered.

A flawless cast renders exceptionally fine performances. And sprightly dialogue often relieves the tenseness of the situations. "Split Second" is the story of two escaped killers from Carson City prison, Stephen McNally and Paul Kelly, who, with an accomplice, Frank DeKova, drag four unwilling persons into their scheme of things to avoid detection. They are Keith Andes, a newspaper reporter; Jan Sterling, a hitch-hiker; Alexis Smith, the faithless wife of a Pasadena doctor, who is running away with her lover, Robert Paige. The four become the hostages of the killers in a deserted bar in the ghost town of Lost Hope City in the desert. They ultimately are joined by the doctor, Richard Egan, who had been summoned to treat Kelly who had been wounded in the prison break; and by Arthur Hunnicutt, an old prospector, who innocently stumbles onto the scene.

The dramatic impact of the situation is intensified by the fact that the army is setting off an atomic bomb at 6:00 o'clock the next morning and the ghost town is in the center of the explosion area. It is planned to have the doctor remove the bullet from Kelly before the explosion so that an escape can be made before the zero hour. But, because of weather conditions, the explosion is moved up an hour. In a mad rush to escape the blast, Miss Smith, McNally and Kelly are killed, while the others manage to find refuge in an abandoned mine and are saved.

McNally as the ruthless leader of the killers is tops in his role. Miss Smith does a fine job as the fickle girl who tries to save her own hide by making a play for her captor. Miss Sterling, Kelly, Andes, Hunnicutt, Paige and Egan give convincing portrayals of their assignments. And DeKova, who plays the role of a mute, is adequate without benefit of speaking lines.

Produced by Edmund Grainger, Powell directed from a screenplay by William Bowers and Irving Wallace.

Running time, 85 minutes. General audience classification. Release date, June 18.

AL STEEN

"The System"

(Warner Brothers) *Hollywood, March 18*

WHEN the good Senator Estes Kefauver explored the racket industry on unsponsored television under the shelter of Congressional immunity, the bottom fell completely out of the ancient and usually profitable business of making movies about rackets and racketeers. Because no producer, not even the experienced and resourceful Sam Bischoff, can be expected to come up with a fictional representation of racketeering remotely competitive with Kefauver's factual one. So the picture he managed to put together here, working within limitations and restrictions imposed by the nature of the subject and the conventions of screen entertainment, is no challenge to the Kefauver production on any count.

The racketeer, played by Frank Lovejoy, has been conducting the rackets in his unnamed city for 20 profitable years, with everybody knowing all about him and how he operates. But when a newspaper reporter who has been the racketeer's friend since boyhood, and whose son is the racketeer's son's pal, persuades his publisher to okay a series of articles exposing the local racket setup, the racketeer tries to deal his way out of the situation via a proposition to the publisher, whose daughter he is romancing at the time. After this the story gets more and more complicated, and there's a murder, a suicide, a (state) senate investigation, some perjury and lesser infractions, before the picture ends with the gangster leaving town on a train which may be taking him to jail, although this isn't stated, for a spell which the publisher's daughter says she'll wait through for his return.

The writers—screenplay by Jo Eisinger, story by Edith and Samuel Grafton—appear to have worked in mittens, and the director, Lewis Seiler, blindfolded.

Players surrounding Lovejoy in the picture are Joan Weldon, Bob Arthur, Paul Picerni, Donald Beddoe, Jerome Cowan, Dan Seymour, Sara Selby, Fay Roope, Frank Richards, Victor Perrin, Henry Corden, Howard Negley, Al Gordon, Bruno Vesota and Richard Garrick.

Running time, 87 minutes. General audience classification. Release date, April 18.

WILLIAM R. WEAVER

34 Films Before Cameras on Coast

HOLLYWOOD, March 18.—With eight new pictures going before the cameras, and eight pictures finishing, the production chart showed a total of 34 again this week.

Started were: "Bowery Knights," Allied Artists; "The Diamond Queen" (Melford Productions, Warner release), Independent; "The Champ from Brooklyn," Republic; "Vickie" and "How to Marry A Millionaire" (CinemaScope), 20th Century-Fox; "Brady's Bunch" and "Three Were Renegades," Universal-International; "Riding Shotgun," Warner Brothers.

Completed were: "The 3-D Follies" (Stereo-Cine), "Donovan's Brain" (Dowling Productions), "Island in the Sky" (Wayne-Fellows, Warner release), and "Jennifer" (Threefellows Productions), Independent; "All the Brothers Were Valiant" and "Mogambo," Metro-Goldwyn-Mayer; "The Marines Have a Word for It" and "The Eddie Cantor Story," Warner Brothers.

March is American Red Cross Month. GIVE!



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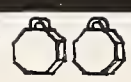
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FIRST IN FILM NEWS

MOTION PICTURE DAILY

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VOL. 73. NO. 54 NEW YORK, U.S.A., FRIDAY, MARCH 20, 1953 TEN CENTS

700 Ordered CinemaScope Sight Unseen

1,500 Theatres Will Have It in '53: Skouras

By WILLIAM R. WEAVER

HOLLYWOOD, March 19.—Nearly 700 exhibitors, none of whom had witnessed a demonstration of CinemaScope, have placed orders for equipment for the large screen, stereophonic sound system, Spyros Skouras, president of 20th Century-Fox, said last night, answering questions put by lay press reporters following a CinemaScope demonstration.

Leading exhibitors from all parts of the country are here to see the demonstration, being given for them today and tomorrow.

Skouras said he expects there will be enough CinemaScope equipment available for 1,000 theatres in this country and 500 abroad by the end of this year, and that it should be

(*Continued on page 5*)

Ackery, Harrison Again Win Top QP Showmen Awards

(Pictures on page 6)

The domestic winners in the 19th annual Quigley Grand Awards for showmanship repeated previous achievements by taking the top honors for a second time. Ivan Ackery, manager of the Orpheum Theatre of the Famous Players-Canadian circuit in Vancouver, B. C., is the recipient of this year's award for large situations. Ackery won the plaque also in 1946. J. P. Harrison, manager of the Campus Theatre in Denton, Tex., for the Interstate Circuit, won this year's

(*Continued on page 6*)

Enter Bill to Repeal Ohio Censor Statute

COLUMBUS, March 19.—A bill calling for the repeal in its entirety of Ohio's motion picture censorship statute was introduced in the legislature here today by Senator Charles A. Mosher, Republican of Overland. If enacted, the repeal would be effective next Oct. 2.

It is expected that a hearing on the bill may be held in about three weeks.

(*Continued on page 4*)

Academy Awards for 1952

BEST PICTURE

"The Greatest Show on Earth," Cecil B. DeMille, producer, Paramount.

BEST PERFORMANCES

***Actor*—Gary Cooper in "High Noon," Stanley Kramer Productions, United Artists.**

***Actress*—Shirley Booth in "Come Back Little Sheba," Hal Wallis, Paramount.**

***Supporting Actor*—Anthony Quinn in "Viva Zapata!," 20th Century-Fox.**

***Supporting Actress*—Gloria Grahame in "The Bad and the Beautiful," M-G-M.**

BEST DIRECTION

"The Quiet Man," Argosy Pictures Corp., Republic. John Ford.

BEST WRITING

***Story*—"The Greatest Show on Earth," Frederic M. Frank, Theodore St. John and Frank Cavett.**

***Screenplay*—"The Bad and the Beautiful," M-G-M. Charles Schnee.**

***Story and Screenplay*—"The Lavender Hill Mob," a J. Arthur Rank Presentation—Ealing Studios, Universal, T. E. B. Clarke.**

BEST ART DIRECTION

***Black-and-White*—"The Bad and the Beautiful," M-G-M. Cedric Gibbons and Edward Carfagno.**

***Color*—"Moulin Rouge," Romulus Films, United Artists. Paul Sheriff.**

BEST CINEMATOGRAPHY

***Black-and-White*—"The Bad and the Beautiful," M-G-M. Robert Surtees.**

***Color*—"The Quiet Man," Argosy Pictures Corp., Republic. Winton C. Hoch and Archie Stoute.**

BEST COSTUME DESIGNS

***Black-and-White*—"The Bad and the Beautiful," M-G-M. Helen Rose.**

***Color*—"Moulin Rouge," Romulus Films. Marcel Vertes.**

BEST FILM EDITING

"High Noon," Stanley Kramer Productions. Elmo Williams and Harry Gerstad.

BEST SOUND

"Breaking the Sound Barrier," London Films, United Artists.

BEST MUSICAL ACHIEVEMENTS

***Scoring of a Musical*—"With a Song in My Heart," 20th Century-Fox. Alfred Newman.**

***Dramatic or Comedy Film Score*—"High Noon," Stanley Kramer Productions. Dimitri Tiomkin.**

***Song*—"High Noon (Do Not Forsake Me, Oh, My Darlin')" from "High Noon," Stanley Kramer Productions. Music by Dimitri Tiomkin. Lyrics by Ned Washington.**

BEST SHORT SUBJECTS

***Cartoon*—"Johann Mouse," M-G-M. Fred Quimby, producer.**

***One-Reel*—"Light in the Window," Art Films Productions, 20th Century-Fox. Boris Vermont, producer.**

***Two-Reel*—"Water Birds," Walt Disney Productions, RKO Radio.**

BEST DOCUMENTARIES

***Short Subjects*—"Neighbours," National Film Board of Canada, Arthur Mayer-Edward Kingsley, Inc. Norman McLaren, producer.**

***Feature*—"The Sea Around Us," RKO Radio. Irwin Allen, producer.**

SPECIAL AWARDS

Irving G. Thalberg Memorial Award: To Cecil B. DeMille.

Special Award to Bob Hope.

To Harold Lloyd as a high practitioner of comedy.

To Merian C. Cooper as an industry innovator.

To Joseph M. Schenck as a production pioneer.

To A. Arnold Gillespie for special sets on "Plymouth Adventure."

To George Alfred Mitchell for the invention of the Mitchell Camera.

Entertainment History Made By 'Oscars' TV

Ceremonies Seen, Heard By Estimated 60,000,000

HOLLYWOOD, March 19. — The Academy of Motion Picture Arts and Sciences, the Radio Corporation of America and the National Broadcasting Co. tonight largely levelled barriers between the motion picture, television and radio industries by pooling resources, facilities and talents to make the Academy's 25th annual awards presentation available to an estimated 60,000,000 people.

At an over-all cost expected to exceed $250,000, the awards presentation ceremonies at the Pantages Theatre here, and at the International Theatre in New York, were beamed completely and in detail to every nook and cranny in the nation that is wired for sound or sight. The extent to

(*Continued on page 6*)

Academy Aircasts Affected the West, Not Eastern Houses

The first telecast of an Academy Awards presentation ceremony, on 67 NBC-TV stations nationwide last night, as expected, affected Western and Midwestern theatre attendance mostly, and had virtually no effect on theatres in the Eastern time zone where it was not on the air until 10:30 P. M.

Despite the fact that the program was available on 190 radio stations, as well as TV, for a potential listening and viewing audience of an esti-

(*Continued on page 6*)

AmpaMakesSullivan A 'Life Member'

The first honorary life membership to be presented in 11 years by Associated Motion Picture Advertisers was bestowed by AMPA here yesterday on Ed Sullivan for his cooperation with the film business in his "Toast of the Town" CBS-TV program. The New York *Daily News* columnist was the 12th person to receive such an honor in the 37 years of the association's existence.

The luncheon meeting yesterday at

(*Continued on page 4*)

Personal Mention

EDWARD L. HYMAN, AB-PT vice-president, accompanied by MAX FELLERMAN, will be in Philadelphia from here on Wednesday and Thursday.

•

B. G. KRANZE, United Artists general sales manager, became a grandfather again with the birth of a girl, HILLARY JANE, to MRS. DONALD KRANZE at Women's Hospital here on Monday.

•

NEAL EAST, Paramount exchange manager in San Francisco, was married Sunday at Virginia City to MILDA MAJOR, former secretary to Fox West Coast head booker, GEORGE MILNER.

•

JACK A. SANSON, Manchester, Conn., city manager for Warner Brothers Circuit Management Corp., has been elected president of that city's Chamber of Commerce.

•

IRA MEINHARDT has been appointed by the New York Variety Club to represent it on the international organization's "On to the Convention" committee.

•

ROGER LANGTON has resigned as publicity chief for the Florida State Theatre in Jacksonville, to join WMBR-TV in that city.

•

JOE LONGO, RKO Radio exploitation man in Cleveland, has been transferred to Boston.

•

WILLIAM DOUGLAS of Benton Film Express in Atlanta announces the birth of a daughter to MRS. DOUGLAS.

•

MAX STEPPING, M-G-M booker in Jacksonville, announces the birth of a girl to MRS. STEPPING.

•

JAMES V. FREW, Universal Southern district manager, has returned to Atlanta from Florida.

•

RICHARD THORPE, M-G-M director, will arrive here from the Coast on March 28.

'U' Quarterly Gross Up to $15,526,975

WASHINGTON, March 19.—Consolidated world gross sales of Universal Pictures for the first quarter of the fiscal year ended Jan. 31, 1953, amounted to $15,526,975, according to the country's report to the Securities and Exchange Commission. This compares with $13,426,766 for the first quarter of the last fiscal year.

The report points out that gross sales include gross revenue from foreign countries having exchange restrictions only to the extent that the net earnings resulting therefrom have been or can be realized in United States dollars, regardless of the period or periods in which such gross revenue may have been earned in those countries. Excise taxes are not included in gross sales.

Industry Hits ATT's Position Before FCC

By J. A. OTTEN

WASHINGTON, March 19.—The Motion Picture Association of America and the National Exhibitors Theatre Television Committee today charged that the American Telephone and Telegraph Company's opposition to the industry's request for theatre television authority stems from a desire to keep all the business for itself.

The two groups filed a statement with the Federal Communications Commission in answer to A. T. and T.'s statement opposing the industry's proposed compromise solution of the theatre television proceedings. MPAA and NETTC denied A. T. and T.'s charge that the industry was seeking "preferential ability to perform the service required by theatre television interests."

The industry compromise suggested that the FCC authorize a special theatre TV common carrier, using the regular common carrier frequencies, and coupled this with a policy statement that existing common carriers cooperate with the new theatre TV carrier in using the band. A. T. and T. opposed this suggestion in a statement filed last week.

There has been no indication as to when the Commission may rule on the matter, but a decision is unlikely before late next week at the earliest.

The MPAA-NETTC statement started off by denying the A. T. and T. charge that the industry seeks "preferential treatment" and characterizing this as a "straw man" set up by the telephone company. The industry groups declared that there is nothing in the compromise plan or in the hearings to date to support such a charge.

The MPAA-NETTC statement also denied A. T. and T. claims that the phone companies can furnish adequate theatre TV service and that this policy would bring economies and efficiencies to the public. "The allegations made in support of the above argument," the Commission was told, "do reveal, if there has been any doubt, the philosophy underlying the telephone company's position, namely, that no restricted or limited common carrier, or for that matter no carrier of any description, other than the telephone company, should be authorized to furnish a theatre television transmission service."

"The telephone companies may well be qualified to furnish a theatre television transmission service," the MPAA-NETTC statement said. "That is not the basic issue. The fact is that they have not in the past furnished, either in quantity or quality, service sufficient to meet the industry's minimum requirements. The fact is also that it was not until the pressures of this proceeding forced the issue that the telephone company indicated, even as vaguely as it now speaks, when, where and how soon it could furnish the service desired in any quantity.

"Moreover, the cost information which it has furnished to date affords no reliable indication of what charges will be proposed. The only way in which the record now shows the alleged ability of the telephone company to furnish the required service is in the testimony of company witnesses to the effect that they know how to do the job and that they will do it if requested.

"This testimony, at the present time, is entitled to little, if any, weight, since it has not been subjected to cross-examination and rebuttal testimony has not been heard. Likewise, the alleged advantages of the general common carriers furnishing the service are argumentative and have not been tested through cross-examination.

"Finally, it must be pointed out in this connection that, in addition to its persistent refusal to recognize the requirements of the theatre television industry, either as to quantity or quality of facilities, a further factor bearing on the telephone company's inability currently to meet theatre television requirements, even with the technically inadequate service which it offers, is the demands of the broadcast industry for broadcast network service. Certainly, in view of the large number of new television stations coming on the air and the consequent increased network requirements, there is no reason to believe that the telephone company can provide for the development of a theatre television service requiring channels of more than double the bandwidth of the broadcast network channels."

See TNT's Position Aiding Industry Case

The recent petition filed by Nathan Halpern, president of Theatre Network Television with the Federal Communications Commission was seen in trade quarters yesterday as strengthening the industry's theatre TV case.

It was pointed out that although TNT stated its reservations about the industry's compromise proposal, it did not oppose such a solution, but urged the FCC to continue hearings so that more than the technical phase of the industry's petition could be heard.

Another Test of Theatre TV Held

Another test for Saturday's off-hour educational theatre TV program was held here yesterday in the New York Paramount, RKO Fordham and Fabian's Fox theatres.

The preparatory test was seen by a group of technicians and circuit TV executives who viewed the picture pattern in the three theatres. Today, a partial dress rehearsal of the one-hour show will be conducted from the TV studios of American Broadcasting and will be seen in the Hudson Theatre. The show will be seen in six New York theatres and one New Jersey house beginning at 10:00 A..M.

'Better Theatres Guide' Published

The 1953 *Better Theatres Guide* is published with the current issue of *Motion Picture Herald* as Section Two. It makes available in a single volume, facts, ideas and data of lasting value published in the preceding 12 regular monthly issues of *Better Theatres*. This material is presented by topical classification for convenient reference.

Additionally, the *Guide* contains Catalog Data pages giving model types and other specifications of leading lines of equipment, materials and supplies — information available in no other publication — for the convenience of theatre owners, circuit executives, their purchasing agents, and others.

Columbia Directors Reelect Officers

All officers of Columbia Pictures were reelected at a recent meeting of the board of directors.

Reelected were Harry Cohn, president; Jack Cohn, executive vice-president; A. Schneider, vice-president and treasurer; A. Montague, N. B. Spingold, B. B. Kahane, J. A. McConville and Louis Barbano, vice-presidents, and Charles Schwartz, secretary.

NEW YORK THEATRES

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in Person Miss PATTI PAGE BOBBY SARGENT CLARK BROTHERS EXTRA JERRY WALD AND HIS ORCHESTRA
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"You" are the 15,000 exhibitors who helped
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are proof that the new Allied Artists has provided showmen
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now on their way to you will maintain this high standard
and continue our profitable partnership.

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1,422 U.K. Theatres Failed to Meet '52 Feature Quota

LONDON, March 19.—The Board of Trade report on exhibitors' performance of 1952 quota requirements reveals that 1,422 theatres were given quota relief in varying proportions on first features. The relief granted brought the first feature quota average down to 25.5 per cent from the statutory 30 per cent.

The nationwide average for supporting programs was 24 per cent, compared with the statutory 25 per cent for that class.

The number of theatres which met or exceeded their quota for first features was 3,140, or 75 per cent. The average quotas achieved by the three major circuits—Odeon, Gaumont-British and Associated British Cinemas—which are not eligible for quota relief, was 32.5 per cent for first features and 29.5 for supporting programs.

Jersey Censor Bill Passes Assembly

TRENTON, March 19.—The bill to give New Jersey municipalities the right to censor films has been passed by the Assembly and sent to the Senate. The measure would allow municipalities to adopt ordinances governing and regulating the showing of any film, exhibition or performance affecting the community's welfare and morals.

Sullivan

(*Continued from page* 1)

the Piccadilly Hotel was sprayed with good-natured kidding regarding the alleged competitive factors between the two media. But Sullivan in his speech said he never believed there was any conflict between films and TV and that he "never subscribed to the belief that one medium would kill off another if they both worked together."

Paul Lazarus, Columbia Pictures executive, introduced Sullivan and in his preface remarks referred to him as the man who had "done the most to kill off Sunday night movie audiences." He also described Sullivan as the person who had gone further with a straight face than anyone in television. Lazarus said he endorsed the move by 20th-Fox and M-G-M in tying in with the Sullivan show because the idea had worked very well for Columbia.

George Ettinger of Columbia Pictures was chairman of the meeting. AMPA president Harry McWilliams made the presentation of the life membership scroll, which had been prepared by Vincent Trotta.

Also on the dais were Edgar Goth, Fabian Circuit; Hubbell Robinson, Jr., CBS-TV; Lige Brien, United Artists; Dwight Mills, Kenyon and Eckhart Advertising; Howard Dietz, M-G-M; Joe Lewis, Lincoln-Mercury; Roberta Peters and Trotta.

McWilliams announced that Arthur Mayer, theatre executive and author of "Merely Colossal," would be honor guest at AMPA's next luncheon-meeting on April 9. Si Seadler of M-G-M will be chairman.

23rd Ill. Allied Meet In Chicago Tuesday

Chicago, March 19.—Allied Theatres of Illinois' 23rd annual meeting and election of officers will be held at a luncheon on Tuesday in the Blackstone Hotel here. Jack Kirsch, Illinois Allied president, will report to the members on the CinemaScope demonstration, as well as on Allied activities.

Brandt Cites 20% Tax Hardships

WASHINGTON, March 19. — Rep. Celler (D., N. Y.) today put into the *Congressional Record* a letter from Harry Brandt, president of the Independent Theatre Owners Association of New York, citing "the hardship placed on motion picture theatres by the 20 per cent Federal admission tax." In his letter, Brandt said that conditions had worsened steadily in recent months.

Ohio Censor Law

(*Continued from page* 1)

There is a probability that it will be referred to the state education committee, of which Sen. Mosher is chairman.

The Ohio legislature will continue in session for perhaps another three months, which leaves ample time for action on the measure.

Explains Billings For Trade Shows

Although Theatre Owners of America's trade show will be combined with that of the Theatre Equipment and Supply Manufacturers Association at TOA's annual convention in November, neither show will be absorbed by the other. Dick Pitts of the New York TOA office yesterday sought to clarify confusion as to phraseology over the combine by making the following statement:

"TOA prefers: '1953 TOA Convention and Trade Show combined with the annual TESMA Trade Show.'

"No doubt TESMA will prefer its name first, 'combined with the annual TOA Trade Show' in its releases.

"Only the trade shows will be combined. The conventions will be held separately, although in the same hotel, the Conrad Hilton, in Chicago, Nov. 1-5. Neither trade show is being absorbed by the other. They are merely being combined into what we expect will be the greatest trade show in the history of exhibition."

This will be the first time that TESMA and TOA have joined in presenting their trade shows.

Paramount Premiere In Korea Today

Seoul, Korea, today will be the scene of a Hollywood-style world premiere when Paramount's "The Girls of Pleasure Island" is shown to members of the United National Armed Forces there and the picture's stars will appear in person.

ENTHUSIASM* fills 10,500



The AMERICAN WEEKLY

CinemaScope

(Continued from page 1)

possible to equip 1,000 a month thereafter.

Questioned concerning the cost of installations to exhibitors, Skouras said that would vary somewhat in accordance with the size and nature of individual theatres, but that mass production will make it possible to furnish all equipment in each case, including stereophonic sound, for less than stereophonic sound alone costs now.

Earl I. Sponable, head of research for 20th-Fox, told a questioner that drive-ins will find CinemaScope not only fully practicable but vastly beneficial.

Most rival studio executives who viewed CinemaScope demonstrations here yesterday and today withheld comment, in many cases for the diplomatic reason that their own studios are working on other processes. Among those who did comment for publication, and their reactions, were:

MILTON GUNZBURG, president of Natural Vision Corp., declared, "CinemaScope offers new and exciting possibilities in film entertainment. It is completely compatible with 3-D." Gunzburg had been singled out from the audience at this afternoon's demonstration of CinemaScope by 20th Century-Fox president Spyros Skouras, who introduced him as the man whose efforts had started the present industry-wide wave of technological activity.

JERRY WALD, executive producer for Columbia, expressed the belief that CinemaScope represents "the greatest advancement in motion pictures since the introduction of sound."

STANLEY KRAMER, independent producer, was "very impressed and very excited about the possibilities of this new big screen medium."

WILLIAM GOETZ, production head of Universal, said: "I think CinemaScope is wonderful and that it will be a great shot in the arm to our industry and to the motion picture public. I think it is a wonderful form for motion pictures even though some technical problems remain to be worked out."

Nearly 600 Exhibitors At CinemaScope Showings

HOLLYWOOD, March 19.—Nearly 600 exhibitors from all sections of the country are here to see demonstrations of 20th Century-Fox's CinemaScope today and tomorrow. Two showings were given today, at 2:30 and 5:00 P.M. and a third will be held tomorrow at 10:30 A.M.

In addition to those exhibitors whose names were announced earlier, the following also are here for the CinemaScope unveiling:

Kermit Stengel, Crescent Amusement Co., Nashville; George Stoney, Bijou Amusement Co., Nashville; Nash Weil, Wilby-Kincey Circuit, Charlotte; Ed Pettett, Consolidated Theatres, Charlotte; J. C. Tunstill and W. B. Sockwell, United Theatres Corp., North Little Rock, Arkansas; and C. Hayward Morgan, Consolidated Theatres, Greenville, South Carolina.

Also: Otto K. Eitel, Palace Theatre, Chicago; Phil Chakeres, Chakeres Circuit, Springfield, Ohio; Jack Armstrong, Carl H. Schwyn Theatres, Bowling Green, Ohio; Studebaker & Barnes, Logan Theatres, Logansport, Indiana; Charlie Wise, Isley Circuit, Dallas; I. B. Adelman, I. B. Adelman Theatres, Dallas; and Nathan Green, Lensic Theatres, Santa Fe, New Mexico.

Also: Charles Gilmour, Gibraltar Enterprises, Denver; John J. Hunter, Elko, Nevada; Frank Wetsman and Bill Kaplan, Cooperative Theatres, Detroit; Saul Kornman, Broadway Capitol Theatre, Detroit; Gus Metzger and William Srere, Metzger-Srere Theatre, Los Angeles; Harry L. Rackin, Exhibitors' Service, Los Angeles; Richard Hamilton, Alvarado Theatre, Los Angeles; M. S. McCord, United Theatres Corp., Memphis; Jack Lovett, Oregon Theatre, Portland; Clarence Golder, Civic Center Theatre, Great Falls, Montana; Lee Dibble, Embassy Theatre, San Francisco; Jerry Zigmond, San Francisco Theatre, San Francisco; Sherrill Corwin, United Artists Theatre, San Francisco; J. J. Rosenfield, Favorite Amusement Co., Spokane; Morris Stein and K. M. Leach, Famous Players Canadian Corp., Toronto; David W. Axler, Premier Operating Co., Toronto; J. B. Barron, Odeon Circuit, Calgary; and E. J. Chalub, Carefree Theatre, West Palm Beach, Florida.

Approves $50,000 Trust Law Fine

Washington, March 19.—The full House Judiciary Committee today approved a bill to boost from $5,000 to $50,000 the maximum fine for violating the Sherman anti-trust act.

12 Equipping for WB's 'House of Wax'

Twelve theatres in the U. S. have already begun equipping for both three-dimension projection and WarnerPhonic sound to exhibit Warner Brothers' "House of Wax."

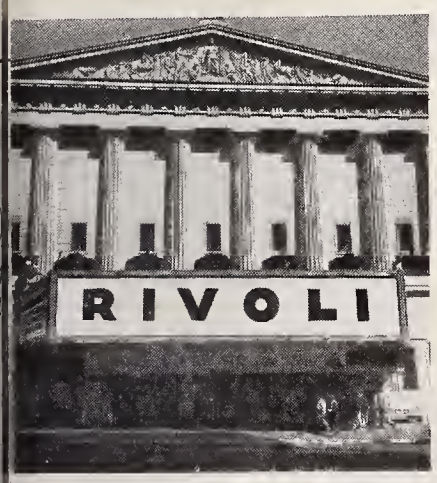
Latest to start installation of both 3-D projection and WarnerPhonic sound is the Mastbaum, Philadelphia. Others in process of being equipped are the Paramount, New York; Warner, Washington; Stanley, Pittsburgh; Palace, Fort Worth; Texas, San Antonio; Majestic, Houston; Majestic, Dallas; Paramount, Los Angeles; Paramount, Hollywood; Balaban and Katz Chicago, Chicago; Fox, St. Louis.

"House of Wax" will have a world premiere at the New York Paramount on April 10.

'Bwana' Booked at 2 Chicago Drive-ins

Chicago, March 19.—"Bwana Devil," which starts its subsequent runs here March 27, has been booked by 40 theatres in the first week. Among those scheduled to play it are the Twin and Morton Grove drive-ins, the first outdoor theatres in this section of the country to equip for 3-D.

Rivoli Theatres for Columbia Pictures!



"Salome" premieres at the Rivoli Theatre on Mareh 24.

*ENTHUSIASM is interest raised to a buying pitch. It's the unique characteristic of The AMERICAN WEEKLY to create ENTHUSIASM among its readers for the benefit of its advertisers!

21,000,000 enthusiastic movie-goers . . . enough to fill 10,500 theaters as large as the Rivoli in New York City . . . will see this striking ad for Columbia Pictures' magnificent technicolor production "Salome" in The AMERICAN WEEKLY, March 22.



The only *great* national magazine that devotes one complete issue eaeh year to the motion pieture industry, in addition to regular editorial eoverage of important personalities and releases.

*reates ENTHUSIASM!

History Made

(*Continued from page* 1)

which tonight's cooperative project may reduce the competitive antagonism between the theatrical and home media remains to be learned, but certainly television never presented, and never can present, such star-studded productions, and Hollywood never played before to such an enormous single audience. Entertainment history was made tonight.

All the awards were presented in Hollywood except the Best Actress "Oscar," which went to Shirley Booth at the International Theatre in N. Y.

In addition to the awards listed on the front page, the academy made the following awards for scientific and technical achievements:

Statuette to Eastman Kodak for Eastman color negative and Eastman color print films.

Statuette to Ansco Division, General Analine and Film Corp., for Ansco color negative and Ansco color print film.

Plaque to Technicolor Motion Picture Corp. for improved method of color motion picture photography under incandescent light.

Honorable Mention — Projection, research and still departments of M-G-M, for improved method of projecting photographic backgrounds.

Honorable . Mention — John G. Frayne, R. R. Scoville and Westrex Corp. for a method of measuring distortion in sound reproduction.

Honorable Mention — Photo Research Corp. for creating a spectra color temperature meter.

Honorable Mention—Gustav Jirouch for the design of a robot automatic film splicer.

Honorable Mention—Carlos Rivas, M-G-M, for developing a sound reproducer for magnetic film.

Loew's Managers in N. Y. Area Switched

George Powell, formerly of Loew's Kameo, Brooklyn, has been transferred to the Broadway, Brooklyn. Paul Swater, formerly of the Melba, recently closed, has been transferred to the Kameo. Frank Doherty, formerly of the Apollo, also closed, is now relieving in various theatres.

Mary Chambers, formerly assistant manager at the Coney Island, and Dorothy Leavy, former assistant at the Warwick, the latter closed, are relieving in Brooklyn theatres. Angelina Spinella, assistant, who has been relieving in various theatres, has returned to the Alpine, Brooklyn. Marguerite Lovering, former assistant at the Melba, and Mary Hughes, formerly student assistant at the Apollo, will relieve in Manhattan and Brooklyn theatres.

Adele Weiss Begins IFE Division Tour

Adele Weiss, treasurer of the I.F.E. Releasing Corp., will leave here today on a 10-day tour of the company's division offices for the purpose of inaugurating a uniform system of reports and records especially designed for the company.

Miss Weiss will be in the Chicago office, which is headed by Harry Walders, from tomorrow through Tuesday, and will spend the balance of next week in the Cleveland office where Mark Goldman is division manager.

Academy Aircasts Affected

(*Continued from page* 1)

mated 60,000,000, the overall early effect on theatre business nationally was regarded as a minor one. The Far West, where the program originated and was on the air at the peak theatre hours of 7:30 to 9:00 P. M., naturally felt the competition the most, MOTION PICTURE DAILY correspondents reported. The effects were progressively less through the Midwest and South to the Atlantic seaboard.

In New York, Broadway and neighborhood theatre operators reported attendance about normal for a Thursday night in Lent—not good except for outstanding attractions but not seriously off, either.

There appeared to have been no organized effort by theatres anywhere to promote the telecast in advance as a public relations contribution. Neither was there any noticeable special effort to woo the public away from the TV program and into theatres. Promotional efforts linked to the Academy Awards presentations appeared limited to the usual advertising and exploitation of contenders for Oscars, whether picture, actor or actress, by those theatres which happened to have such contenders on their programs.

Some areas attributed slow business last night more to prevailing adverse weather than to the Academy telecast.

Following are correspondents' reports from key cities.

Boston: Due to a sponsors' conflict, only the last hour of the hour and one-half Academy Awards presentations program was brought to this area. As a result, the program was not on the air here until 11:00 P. M., (E.S.T.) the hour at which most theatres in this region are emptied.

Consequently, though first runs were below average in most spots with the exception of the metropolitan first night of "Come Back, Little Sheba," a severe rain storm which deserted the streets was given as the reason by managers rather than the academy presentations.

Milwaukee: This city's only TV channel, WTMJ-TV, did not carry the telecast of the Academy Awards presentations tonight. The program was on WTMJ radio from 9:30 to 11:00 P. M. (C.S.T.) and had no noticeable effect on theatre attendance in the area.

Charlotte: Theatres here ignored the Academy Awards telecast and broadcast which started at 10:30 P. M. (E.S.T.) and consequently had no effect on attendance. The Carolina Theatre, at which "Come Back Little Sheba" will open on Monday, advertised the picture as an Academy Award contender.

Cleveland: Theatres in this area and throughout most of Ohio took no cognizance of the Academy Awards television and radio programs, either to contest them as competition or to promote them as public relations boosters for the industry.

With the program going on the air at 10:30 P. M. (E.S.T.), most exhibitors felt that the event would have only a limited appeal to the minority night-owl.

Pittsburgh: The academy awards ceremonies had little effect on the Pittsburgh box offices due to the three-hour difference in time between here and Los Angeles. Theatre box-offices closed here at 10 P.M., and radio station KDKA didn't start the academy show until 10:30 P.M. WDTV, Pittsburgh's only television station, carried only a portion of the show, from 11:15 until midnight. WJAC-TV in nearby Johnstown carried the full show, but most Pittsburghers can't get good reception.

Local theatres have done nothing to exploit the telecast.

Kansas City: A news item from Hollywood in the morning edition of the Kansas *City Star* on the Academy Awards was followed by the notice that the event will be broadcast by radio station WDAF but that it will not be seen here on television. No theatre manager or operator, so far as learned, has promoted or intends to promote the award event tonight.

Cincinnati: There was no theatre promotion in this area to offset the competition of the "Oscar" telecast, which is being ignored in so far as theatres are concerned. Business was brisk during the day and continued so throughout the evening.

Salt Lake City: Intermountain Theatres, Inc., bought all available time on both sides and in the middle of the Academy Award telecast on KDYL-TV and radio tonight and has scheduled "High Noon" with "African Queen" in the Capitol Theatre tomorrow regardless of the "Oscar" outcome. It has "Come Back, Little Sheba" in the Centre starting Saturday. Lawrence Theatres has "The Quiet Man" in the Rialto, but has no time on television.

Washington: The awards telecast had no effect whatsoever upon theatre business in this city, inasmuch as the show on TV didn't start until 10:30. This was particularly so because Washington is an early-to-bed city, with most late shows letting out at 11 and 11:15. Also, no promotional attention was paid to the awards by the theatres.

Columbus: Theatremen here generally ignored the Academy telecast and did not experience any special decline from normal Thursday business because of the late hour of the telecast which was plugged heavily by the local NBC outlet. RCA ran ads on local TV and radio pages.

New Orleans: The big circuits here ignored the TV of the awards ceremonies, though business was slow in the neighborhood theatres. "High Noon" was opened here yesterday by the Globe Slidell Theatre Corp. and there was no mention of an "Oscar" possibility in the ads.

Denver: Business was reported off 25 to 50 per cent because of the academy awards on TV, with neighborhood theatres suffering most. Paramount was hurt the least because they used their large screen television to show the event.

Albany, N. Y.: Business here was off this evening, due to the fact that it was a shopping night and was raining hard. Managers did not believe the telecasting and broadcasting of the academy award presentations had any effect. They thought the starting hour for the Hollywood originations —10:30 E.S.T.—was so late that it would not interfere.

Harrisburg: Little, if any, effect on theatre attendance was reported by Harrisburg's leading houses as a result of telecasts of the academy awards presentations.

QP Awards Winners



IVAN ACKERY J. P. HARRISON

Ackery, Harrison

(*Continued from page* 1)

award in the smaller situation category. He won the same honor in 1950. Oswaldo Leite Rocha, publicity and exploitation representative for Paramount in Brazil, won the Overseas Grand Award.

More than 50 experts in advertising, exploitation and publicity from the ranks of distribution and exhibition and home office executives examined the prize campaigns, selected from those submitted during the last year by the nearly 5,000 members of the *Motion Picture Herald* Managers Round Table.

At a luncheon on Monday following the judging of the campaigns, Maurice Bergman, public relations director of Universal Pictures, emphasized the importance of the awards at this point in the industry's history, recalling that the competition was inaugurated in 1934 at the height of the depression. Bergman was the principal speaker at the Awards luncheon.

"Certainly," he said, "if showmanship could be stimulated when business was at the nadir, then it is not surprising that the idea of the Annual Showmanship Awards could endure and serve well when things improved."

Bergman called the Round Table a "clinic of showmanship that, over the years, has done a very great deal to inspire the manager to go out and do that 'plus' type of job that is so essential."

The speaker was introduced by Martin Quigley, who also recalled the long history of the awards competition and spoke of its present standing. He introduced two previous Grand Awards winners who were among the judges, Harry Goldberg, director of advertising and publicity for Stanley Warner Theatres, and Charles Hacker of Radio City Music Hall.

Ackery frequently sets the pace for the high standard of showmanship maintained by the Famous Players circuit across Canada. He is said to be especially adept at obtaining local newspaper and merchant cooperation.

Harrison makes good use of the campus in his college town in his exploitation.

Whelan Appointed To MPEA Post

Leslie Whelan, sales promotion director of 20th Century-Fox International Corp., has been appointed chairman of the international films relations committee of the Motion Picture Export Association. Whelan succeeds Lawrence Lipskin of Columbit International. Chairmen are named for one year on a company rotation basis.

THE W. J. GERMAN ORGANIZATION

Extends Congratulations

to all of the



ACADEMY AWARD WINNERS

EASTMAN FILMS

W. J. GERMAN, INC.

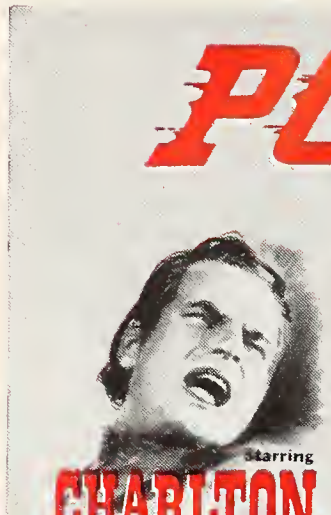
FORT LEE — CHICAGO — HOLLYWOOD

The Kind Of Picture That Made This Business Great! It Will Make Your Business Great

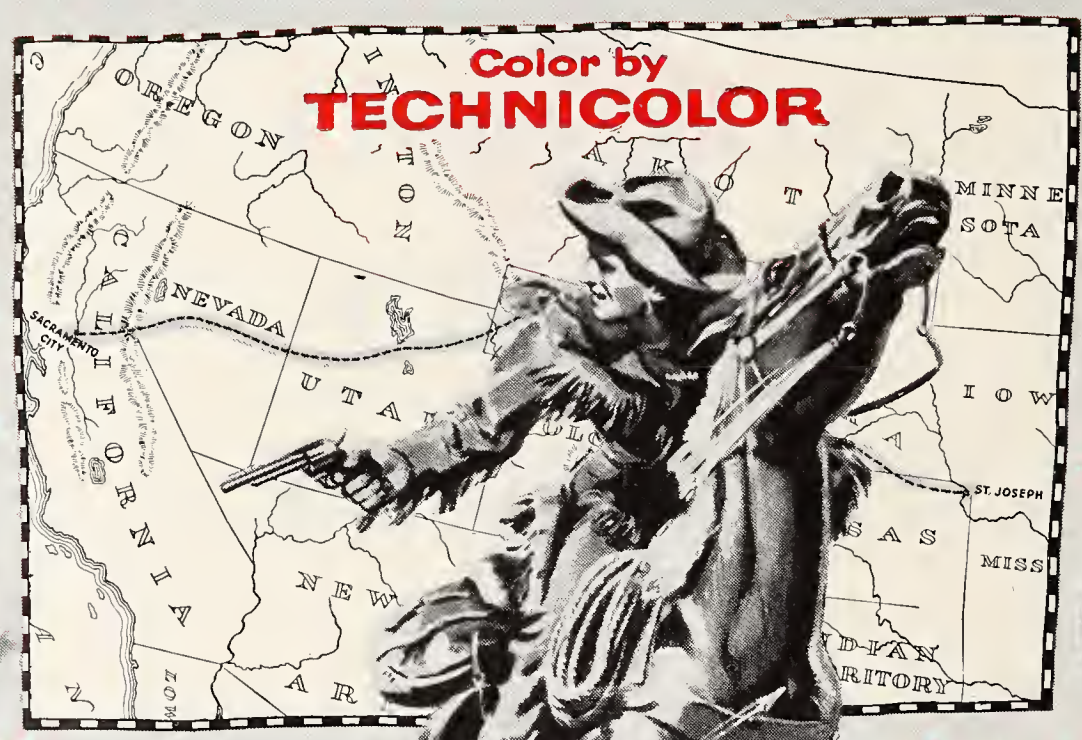
because it has scope, spectacle, heroism and all those extra values needed today!

PARAMOUNT'S

PONY EXPRESS



Starring
CHARLTON HESTON
as Buffalo Bill





RHONDA FLEMING
as the adventuress



JAN STERLING
as the camp-girl



FORREST TUCKER
as Wild Bill Hickok

Directed by JERRY HOPPER
Screenplay by
CHARLES MARQUIS WARREN
Based on a Story by Frank Gruber
Produced by Nat Holt

BIG THINGS COMING!

3-D SANGAREE
Soon—Color by Technicolor

George Stevens' SHANE
—in July
Color by Technicolor

SMASH PARAMOUNT PRESELLING TIMED TO MAY DATES

Campaign includes 4-color comic-section newspaper ads in 38 major markets, each tied to local engagement, and reaching total circulation in excess of 16 million. Watch the trade papers for important announcement of continent-spanning exploitation that will penetrate every boxoffice area . . .

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 55 NEW YORK, U.S.A., MONDAY, MARCH 23, 1953 TEN CENTS

The Academy Awards on TV

NATIONWIDE reports from MOTION PICTURE DAILY correspondents on the effects on theatre attendance of the first telecast in the 25-year history of the Academy Awards presentations in Hollywood last Thursday night indicated a business loss in many situations west of the Mississippi of from 10 to 25 per cent.

Against that loss in attendance, after allowing for circumstances such as adverse weather and other regional factors unrelated to the Awards telecast, must be weighed all the tangible and intangible values accruing to the industry from the dignified, entertaining and smoothly-run program, served to an international audience of many millions, before any accurate, economic appraisal of the event can be made.

An offhand opinion might readily be that the production companies were guilty of a business mistake in discontinuing the financial underwriting of the Awards presentations when only a few thousand dollars per company was involved. By so doing they opened the door to the televising of the event by a commercial sponsor, RCA-NBC, and, it is virtually certain, lost more in distribution revenue from the affected theatres than was involved in cash, in the first place.

•

However, it is well known that more than the expense of the Awards presentations entered into the decisions of some of the companies to withdraw their financial support. And whether they counted upon it or not, the televising of the Awards presentations, so well was it done, certainly will redound to the benefit of the industry in the weeks and months to come. It was a selling job—for Hollywood, for the institution of the motion picture, and inevitably, for the theatre.

Designedly or not, the ability of TV to sell motion pictures was demonstrated very impressively.

SHERWIN KANE

Exhibitors Full of Praise For CinemaScope Process

By WILLIAM R. WEAVER

HOLLYWOOD, March 22.—Exhibitor reaction to the 20th Century-Fox wide-screen CinemaScope system so far is altogether enthusiastic and full of praise. Meanwhile, the demonstrations of the process will continue through Wednesday to accommodate more exhibitors and trade groups.

Among the first exhibitors to witness the demonstrations and their comments on the process follow:

SI FABIAN of Fabian Enterprises: "CinemaScope is the greatest standard for motion picture entertainment on the market. It is terrific."

HARRY BRANDT of Brandt Theatres: "This is what the entertainment buyer will buy in droves. As for me, I have already put in my order for CinemaScope installations."

LOUIS SCHINE of the Schine Circuit, Gloversville: "I have seen many great changes and improvements in the motion picture business, but to me CinemaScope is the greatest since the coming of sound."

M. A. LIGHTMAN of Lightman Theatres, Nashville: "I like it so well that I have ordered 4,000 shares of 20th Century-Fox stock."

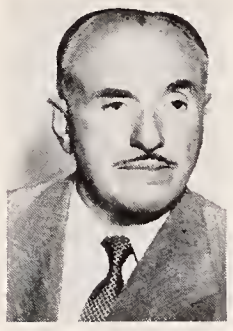
FRANK MANTZKE of Northwest Theatres, Indianapolis: "I am thrilled. It is the coming thing."

JOHN HARRIS of Harris Amuse-

(Continued on page 10)

Jack Warner Defends Glasses for 3-D

HOLLYWOOD, March 22.—Jack L. Warner urged producers to let the public decide in the matters of merit and material of three-dimensional films, decrying what he termed irresponsible comments and criticism. In a weekend address to more than 400 visiting exhibitors, he took a slap at those who assertedly have been beclouding the facts of stereoscopic film photography. Warner said it was time for exhibitors and



Jack Warner

(Continued on page 10)

Neighborhoods Mainly Felt Effect of 'Oscar' Telecast

Further reports from the field on the effect of the Academy Awards telecast from Hollywood Thursday night revealed at the weekend that neighborhood theatres felt the impact more than the first-run houses. In most cases, however, reported slumps in the neighborhoods were not traced entirely to the "Oscar" program, other factors as well having contributed to the dip in theatre attendance. Sporting events, weather and late closings of department stores, a Thursday night custom in many cities, were said to have been some of the reasons. As revealed in MOTION PICTURE DAILY on Friday, theatres in the Eastern time belt were less affected than those in the other three time zones. This was due to the lateness of the telecast, 10:30 o'clock in the EST areas.

Minneapolis: Theatre attendance

(Continued on page 7)

New Roach, Jr. Firm; Astor to Distribute

HOLLYWOOD, March 22.—Hal Roach, Jr., announced the formation of Lincoln Productions, Inc., to make six or more features annually, with the first starting next month. Associated with president Roach are Jack Rieger, as vice-president, and E. H. Goldstein, general production manager. Astor Pictures will distribute.

In making the announcement, Roach

(Continued on page 10)

RKO Theatres Buy of Hughes Stock Weighed

Board Had Plan Under Consideration Recently

The formulation of a plan looking toward the purchase of Howard Hughes' controlling stock interest in RKO Theatres, now trusteed, is being considered by the RKO Theatres board of directors, it was reported at the weekend.

It was stated that the board, for the past few weeks, has been mulling the possibility of buying out Hughes' approximately 24 per cent stock interest in the theatre company. It was added that many details still have to be worked out before the plan can be put into final shape for a decision by the board.

The stock price premium which

(Continued on page 10)

COMPO Ends 'Movietime'

"Movietime, U.S.A.," sponsored by the Council of Motion Picture Organizations, will suspend operations until such time as the need and demand for its renewal asserts itself, national "Movietime" chairman Robert J. O'Donnell has disclosed.

O'Donnell, who arrived in New York from Dallas at the weekend, said the campaign has fullfiled its obligations and commitments to exhibitors and the industry. He stated

(Continued on page 10)

Sign 11 Houses for 3-D Fight Film

The signing of the first 11 key-city contracts for theatrical presentation of the 3-D fight film of the Rocky Marciano-Jersey Joe Walcott heavyweight championship bout, slated for April 10, was disclosed here at the weekend by William J. Heineman,

(Continued on page 10)

1952 ACADEMY AWARDS ISSUE

Personal Mention

JOSEPH M. SCHENCK has arrived in New York from the Coast.

•

CHARLES SCHLAIFER, president of Charles Schlaifer and Co. and member of the board of governors of the Menninger Foundation, has left here for Chicago to address the meeting of the Menninger Foundation board of directors on "Mental Health vs. Mental Illness."

•

WILLIAM B. ZOELLNER, head of M-G-M shorts and newsreel sales, is due to arrive today in Charlotte from Atlanta, for a two-day visit before proceeding to Washington and New York.

•

H. M. RICHEY, exhibitor relations head for M-G-M, will leave here today for Milwaukee to attend the combined convention of drive-in theatres and the Allied unit of Wisconsin.

•

BING CROSBY, his son, LINSAY; CHARLES BOYER and DAVID NIVEN and his wife left here at the weekend for Europe aboard the *S.S. Queen Elizabeth.*

•

MORT BLUMENSTOCK, Warner Brothers' advertising-publicity vice-president, is due in New York today from Hollywood.

•

EDWARD L. WALTON, executive assistant to JAMES R. GRAINGER, RKO Pictures president, will return to New York from Hollywood today.

•

JAMES R. GRAINGER, RKO Pictures president, will return to New York from Chicago today.

Notables at 'Salome' Premiere Tommorrow

Bennet Cerf, Judge Ferdinand Pecora, William Zeckendorf and Adolph Zukor are among the leaders of varied aspects of New York life who will attend the world premiere of "Salome" at the Rivoli tomorrow evening.

The theatre is also selling a limited number of first night seats to the general public at a special desk in the lobby. The regular run of the film will begin on Wednesday.

Rita Hayworth has arrived in New York from Hollywood to attend the premiere of her new film. It stars Stewart Granger with Miss Hayworth; Charles Laughton is co-starred.

Okla. T. O. Convention

OKLAHOMA CITY, March 22.—The annual convention of Oklahoma Theatre Owners has been scheduled for May 11-12 at the Biltmore Hotel here, Morris Loewenstein, president, has announced. A record turnout is expected.

Advance Sunday Bill

MONTPELIER, Vt., March 22.—A bill to permit Sunday afternoon film shows in Vermont has been passed by the lower branch of the state legislature and sent to the senate.

Detroit City Council Cuts Taxes of 76 Theatres Hard Hit Economically

Detroit, March 22.—Seventy-six theatres here received tax deductions because their business had been hard hit, as the Common Council, sitting as a board of review, ended its 1953 session.

In addition, the board granted tax relief to 105 club and social organizations by cutting their assessments two-thirds.

Fifty theatres receiving reductions are now closed, their patronage cut so deeply by television and other factors that they could no longer operate. Another 23 operated "in the red" last year.

Closed theatres received a 35 per cent reduction in building assessments; theatres losing money received 20 per cent reductions, and the other three got five or ten per cent cuts as hardship cases.

Cimerama Opens in Detroit Tonight

DETROIT, March 22.—Cinerama executives from New York and Hollywood are converging on Detroit for the premiere tomorrow night at the Music Hall of "This Is Cinerama," to be given its first inspection by the public outside of New York. Hollywood will see it on April 29.

Among those planning to attend is Lowell Thomas, vice-chairman of the board of Cinerama Productions Corp., who co-produced with Merian C. Cooper.

Merian C. Cooper is flying in from Hollywood. He is in charge of production for Cinerama. Dudley Roberts, Jr., president of Cinerama Productions, is coming from New York, along with Frank M. Smith, vice-president, and Joseph Kaufman, director of exhibition. Other executives will include Walter Thompson, who supervised the prologue; William Latody, vice-president of Cinerama, Inc.; Lester Isaac, assistant general manager of theatre operations; Zeb Epstin, executive assistant to the director of exhibition; also, Lynn Farnol, public relations consultant to the company.

Vernon Myers, publisher of *Look* Magazine, will be a guest at the premiere to present the publication's special award to Fred Waller and Cooper for achieving "a new milestone in movie history."

Don Mersereau Joins 'Box Office'

HOLLYWOOD, March 23.—Ben Shlyen, publisher of *Box Office,* announced here at the weekend the appointment of Don Mersereau, veteran trade journalist, as associate publisher and general manager. Mersereau, who recently resigned a similar post with *Film Daily,* will visit the publication's plant in Kansas City en route to New York, where he will make his headquarters.

Jack Raymond Dead

LONDON, March 22. — Jack Raymond, producer, director and former actor, died in Westminster Hospital here Friday following a long illness.

Services for Mrs. Becker

Molly Becker, mother of Joe Becker of RKO Theatres' film booking office here, died Thursday evening. Services were held yesterday at Westminster Chapel, Brooklyn.

'Paris Express' 1st MacDonald Release

Georges Simenon's "The Paris Express" is the first importation of the newly formed MacDonald Enterprises which currently is negotiating for a number of other foreign pictures. "The Paris Express" stars Claude Rains and Marta Toren and was produced in Holland and France in color by Technicolor. George J. Schaefer is sales representative for the picture and will handle distribution until it is acquired by a major company. Several companies are bidding for it, according to Ben Schrift, president of MacDonald. Schrift is a former banker.

Other officers of the new company are Irwin Margolies and Daniel McDonald, vice-presidents; K. J. MacDonald, secretary, and State Senator Fred G. Moritt, treasurer.

"The Paris Express" was released in England under the title of "The Man Who Watched the Trains Go By."

20th-Fox Heads Due From Coast Today

Leading a contingent of 20th Century-Fox home office executives returning from California following last week's demonstrations of CinemaScope, vice-president Charles Einfeld and sales chiefs are due back in New York today.

Scheduled to arrive by plane with Einfeld are: W. C. Gehring, Edwin W. Aaron, Arthur Silverstone, A. W. Harrison and Roger Ferri.

Murray Silverstone, president of 20th Century-Fox International, and Emanuel Silverstone, vice-president, returned to New York over the weekend.

Mrs. Alice Bannon, 50

Mrs. Alice C. Bannon, 50, of Warner Brothers home office print department, died Friday at Lawrence Memorial Hospital, New London, Conn., of a heart condition. Mrs. Bannon had been with Warners 25 years.

Grainger to Meet Press

J. R. Grainger, president of RKO Radio Pictures, will hold his first general press conference tomorrow since he was elected to his present post last month. He will discuss the present status and future plans for the company.

House Group 'Red' Hearings to Resume On Coast Today

WASHINGTON, March 22. — The House Un-American Activities Committee tomorrow is scheduled to resume in Los Angeles its investigation of Communist activities on the West Coast.

The hearings, which will go on a week or more and include some 60 witnesses, will cover television and other fields as well as the film industry. The hearings will be televised.

Meanwhile, Rep. Jackson (R., Calif.), a committee member, revealed replies he's received so far to his query to government agencies and industry officials as to whether anything can be done to stop the export of the film made recently in Silver City, N. M.

Both the Commerce and State Departments indicated there are laws which can handle the situation, but expressed some reservations about whether the government should undertake such censorship.

Howard Hughes suggested the way to prevent showing of the film was to have film laboratories, musicians and recording technicians, film suppliers, cutters and positive and negative editors, laboratories and other persons and firms who must process the film refuse to do so.

Roy M. Brewer, chairman of the Hollywood AFL Council, said his group would do everything it could to prevent the completion of the film but that an investigation indicated no work was being done on it in Hollywood. The best information indicates, he said, that final shots and processing will take place in Mexico.

'Titanic' Premiere at Norfolk Naval Base

The world premiere of 20th Century-Fox's "Titanic" will be held at the Norfolk Navy Base, Virginia, as the highlight of a two-day program April 11-12.

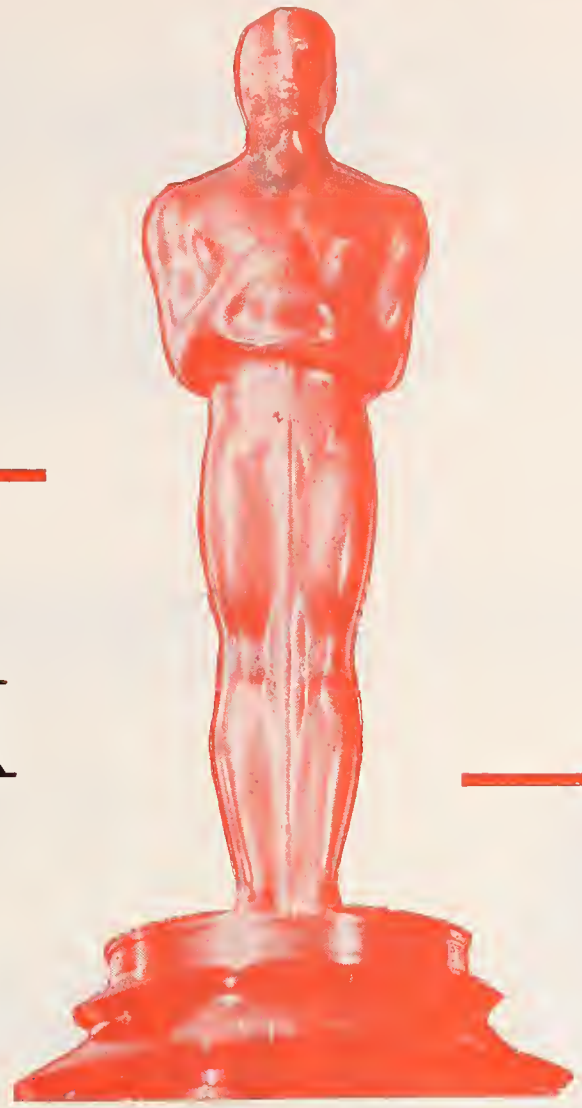
Hollywood stars, journalists, radio commentators and magazine writers will be guests at the premiere, a benefit ball for the Navy Relief Fund and the staging of an amphibious assault landing by a unit of the Amphibious Force, U. S. Atlantic Fleet. Admiral I. N. Kiland, commandant of the Fifth Naval District, will be host. The picture stars Clifton Webb and Barbara Stanwyck.

Stone Gets MPEA Post in Brazil

Harry Stone of the Motion Picture Export Association's international department, has been assigned to a post in Rio de Janeiro.

Stone, who will leave for his new post tomorrow, joined the international department following his graduation from Georgetown University's Foreign Service School in 1949. He represented the association at the film festival in India last year. While abroad he worked out a film agreement with Afghanistan.

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for Technical Achievement in Recognition of the

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"Oscar" Is Now You
Paramount's Two

ACADEMY AWARD FOR "
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—climaxing over 20 major worldwide awards plus thousands of never equalled records, heading it toward being the biggest grosser of all time!

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SHIRLEY

Come Bac

—widely honored during its special pre-release engagements, this big picture's mass dating breaks at the precise moment of the "Oscar" headlines!

reatest Ticket-Seller For
eat Academy Award Pictures!!

E BEST PICTURE OF THE YEAR" Is Won by
. B. DeMILLE'S
st Show On Earth

Get on the Bandwagon!
—play it for profit and cash in on the headlines it's making everywhere!

Color by Technicolor

Paramount Congratulates

Cecil B. DeMille, winner of The Irving Thalberg Award for Meritorious Production

and **Fredric M. Frank, Theodore St. John** and **Frank Cavett,** winners of the "Oscar" for The Best Motion Picture Story.

IE BEST ACTRESS" Is Won by
OTH in HAL WALLIS'
K, Little Sheba

Lucky Exhibitors!
—thousands of you are set *now* for this profit-proved, "Oscar"-honored hit!

Paramount Congratulates

Shirley Booth, whose first screen role has won her the highest screen honor

and **Hal Wallis Productions,** whose showmanship made an all-time great play into an all-time great picture.



Herbert J. Yates
and
Republic Pictures

gratefully acknowledge the honor conferred by
the Academy of Motion Picture Arts and Sciences
in selecting

JOHN FORD'S

THE QUIET MAN



FOR BEST DIRECTION
JOHN FORD

•



FOR BEST COLOR
CINEMATOGRAPHY
WINTON C. HOCH • ARCHIE STOUT

HERBERT J. YATES presents
JOHN FORD'S GREATEST TRIUMPH

THE QUIET MAN

Color by Technicolor

starring
JOHN WAYNE • MAUREEN O'HARA • BARRY FITZGERALD
with WARD BOND • VICTOR McLAGLEN • MILDRED NATWICK • FRANCIS FORD
ARTHUR SHIELDS and ABBEY THEATRE PLAYERS

Directed by **JOHN FORD**

Screen Play by FRANK S. NUGENT • From the Story by MAURICE WALSH
Produced by MERIAN C. COOPER • an ARGOSY PRODUCTION

A REPUBLIC PICTURE

TOP WINNERS OF 1952 AWARDS



BEST PICTURE. Scenes from the Cecil B. DeMille-Paramount Pictures "The Greatest Show on Earth".





BEST ACTRESS. Shirley Booth, for her role in the Hal Wallis-Paramount Pictures "Come Back, Little Sheba".



BEST ACTOR. Gary Cooper, for his role in the Stanley Kramer-United Artists "High Noon".



BEST DIRECTOR. John Ford, for the Argosy-Republic "The Quiet Man". First director to win four Oscars.

'Oscar' Telecast

(*Continued from page* 1)

in the Minneapolis Loop was normal to strong Thursday night, but badly off in suburban houses. The trade attributed the unusual situation more to the state basketball tournament than to the telecast of the Academy Awards. With downtown streets crowded with teen-agers and older male sports fans who were unable to get seats in the University of Minnesota arena, all first-run houses said that business was better than usual. In the suburbs the situation was reversed.

Los Angeles: Although downtown and Hollywood Boulevard theatres suffered up to a 50 per cent drop-off in attendance last night, exhibitors said they could not attribute the decrease to the academy awards function at Pantages and on the radio and TV in view of the fact that the area-wide rain which fell at the same time probably would have cut into patronage as deeply alone. Some exhibitors remarked that the long-range prestige effect of televising the awards ceremonies can be expected to more than repair any momentary box office damage due to the telecast.

Chicago: The box office here was virtually unaffected by the telecast of the annual academy awards presentation, with business ranging from slightly above normal for a Thursday night in some houses to a bit under the usual figures in others. Although many theatres booked "High Noon" and "The Quiet Man" as a combination in an attempt to anticipate and cash in on the award winners, there was no effort here by any theatre to combat a possible loss of business last night as a result of the telecast.

Salt Lake City: Theatre business here was off 30 to 40 per cent and exhibitors blamed the Academy Awards telecast for the slump. One theatre reported attendance as bad as it usually is on Christmas Eve.

Omaha: A spot check of local theatres revealed that downtown houses were affected slightly by the "Oscar" telecast, but a majority of neighborhood exhibitors indicated there was a decided slump over the usual Thursday night receipts. One exhibitor who has adopted a first-run policy at his two deluxe neighborhood situations said that business was off 25 per cent.

Baltimore: The Hollywood telecast failed to make any noticeable dent in downtown first-runs, but neighborhood houses admitted a slight recession which even affected their earlier showings. Manager Jack Sidney of the first-run Century said he had a strong opening for "Jeopardy" despite the TV program. Other managers reported average business where attractions were strong enough to merit attention. They stated that Thursday nights when stores are open late has never been too prosperous.

San Francisco: Business here was off, but the blame was placed on cold weather, wind and rain and not on the Hollywood telecast. Showmen on the whole were indifferent to the awards, although John Parsons, Western division manager for the Telenews Theatre, publicized the event by changing the marquee and front just before 6:00 o'clock to get the attention of home-going traffic. Portions of the program were flashed on the large TV screen, while the complete performance was available on the lounge set. Telenews credited the awards for the business done because the TV lounge was crowded.

Kansas City: Early attendance was a little below expectations Thursday night. The local TV station did not pick up the telecast, but it was reported that many persons would have stayed home to watch the "Oscar" awards if the programs had been available.

Cleveland: Neighborhood houses here reported that attendance was decidedly off for the second show, indicating patronage of home sets from 10:30 o'clock on.

Indianapolis: Downtown theatres reported business was average or better Thursday night, despite the Academy telecast. Three houses sought tie-ins with the first run bookings of "Come Back, Little Sheba," "The Quiet Man" and "High Noon."

Detroit: No drop in attendance was reported as a result of the Hollywood broadcast because of the lateness of the program. No publicity or advertising was needed to offset possible loss of attendance.

Atlanta: There was no loss in attendance here as a result of the Awards telecast. Only the TV station plugged the event in the newspapers.

Memphis: All five first-runs here reported attendance started to drop off an hour before the "Oscar" awards program. The drop was estimated at from 10 to 25 per cent.

Buffalo: Box-office receipts here dropped 40 to 60 per cent Thursday night as a result of the Academy Award simulcast. One manager said it was the worst sock at his box-office by any nationwide telecast.

Academy Honor to 'Forbidden Games'

"Forbidden Games," a French importation being distributed here by Times Pictures, was given an honorary award by the Academy of Motion Picture Arts and Sciences, as the best foreign film in the U. S. last year. The award was voted by the Academy's board of governors.

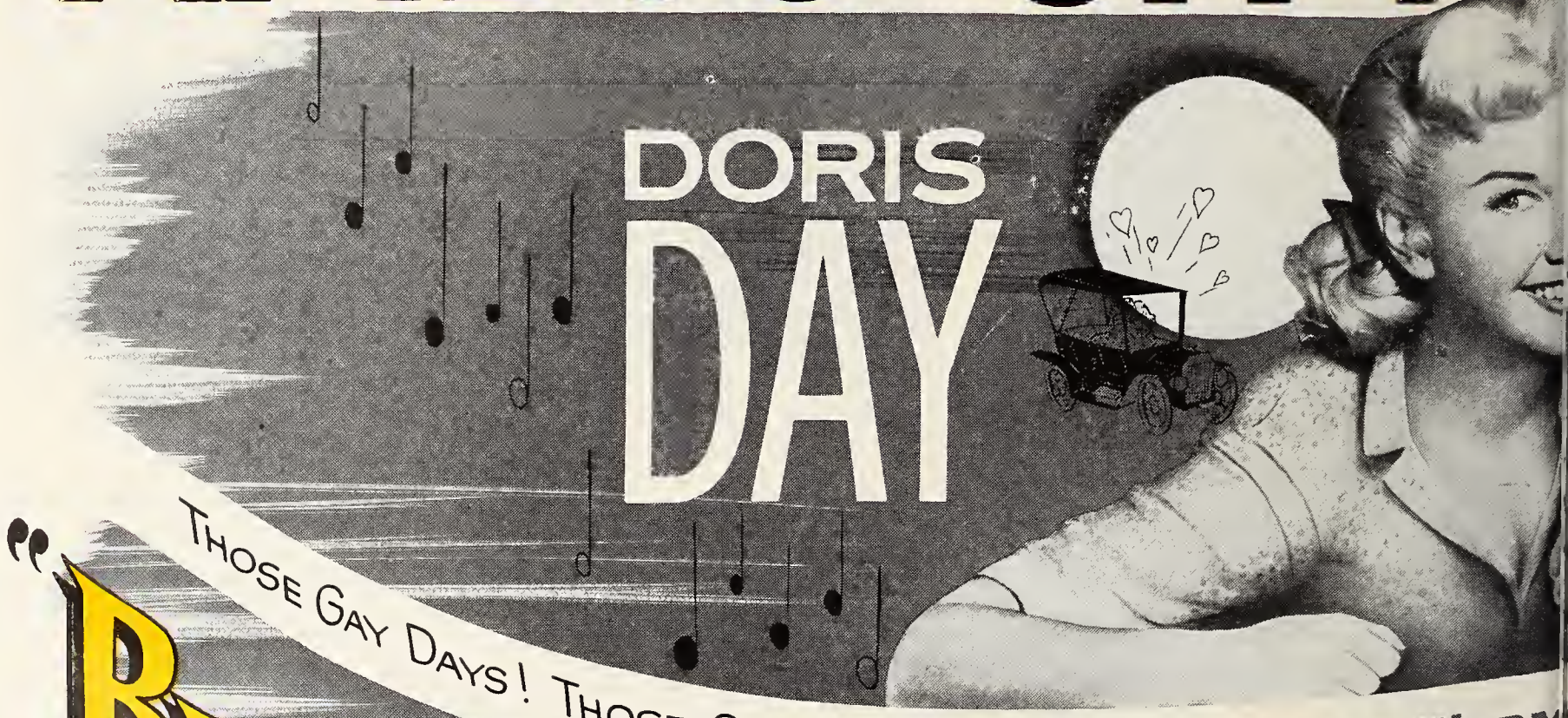
Cite 'Greatest Show' $18-Million Gross

Cecil B. DeMille's Academy Award winning "The Greatest Show on Earth," has grossed to date more than $18,000,000 and played at 8,500 theatres in the U.S. alone since it was released early last year, according to Paramount.

Beginning March 26!

FO

RADIO CITY



"THOSE GAY DAYS! THOSE GAY WAYS! A WONDERFULLY WARM

By The Light of T

WITH
LEON AMES · ROSEMARY DeCAMP · BILLY GRAY · MARY WICKES · RUSSELL ARMS · MARIA PALME

WRITTEN BY
ROBERT O'BRIEN AND IRVING ELINSON
MUSICAL DIRECTION BY RAY HEINDORF
PRODUCED BY
WILLIAM JACOBS
DIRECTED BY
DAVID BUTLE

WARNER BROS'. TRADE SHOW MARCH 25

ALBANY
Warner Screening Room
110 N. Pearl St. • 8:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
20th Century Fox Screening Room
290 Franklin Street 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:30 P.M

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M

DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Scree
1720 Wyandotte St. •

LOS ANGELES
Warner Screening Roon
2025 S. Vermont Ave.

R EASTER
MUSIC HALL



GORDON
MacRAE

RTED CROONIN', SPOONIN' DELIGHT FROM WARNER BROS.!

he Silvery Moon"

COLOR BY
TECHNICOLOR

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 12:15 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 1:30 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Star Sc. Rm.
925 N. W. 19th Ave. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M.

SAN FRANCISCO
Paramount Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 7:30 P.M.

Warner

(Continued from page 1)

public to be informed of the scientific facts of three dimensions on the screen.

Warner said, in part:

"The most important fact, and I stress the word 'fact,' is that Polaroid viewers are a comfortable part of viewing a properly photographed three-dimensional motion picture. Physicists and physiologists, with all the facts of optical science in their possession, as yet are unable to conceive of the possibility of true three-dimensional film viewing without an accessory. We have proved to our own satisfaction that there is no inconvenience of any kind in wearing Polaroid viewers. We are convinced that the public will wear such viewers as effortlessly as they wear wrist watches or carry fountain pens.

"Those who have not yet had our experience with three-dimensional film production, as in Warner's 'House of Wax,' are prone to say they have a three-dimensional film which may be seen without glasses. It is true that you can see it without glasses but it isn't three-dimensional film. There are some effects or illusions possible in some small degree but science and our experience prove to us that the only real thing in third dimension is the method we are using to photograph, project and see.

"We know the hazards of prophecy and pioneering from the days when we began to introduce sound in the midst of derision from our own fellow producers. One prophet even said sound would keep awake those who went to film theatres to sleep. There were prophecies, later embarrassing to those who made them, that sound was a brief wonder, merely a quick circus attraction that wouldn't last 30 days. We worked it out anyway, believing public, press and exhibitors would justify our hopes for it. They did. We hear the same type of anti-third dimension talk within production circles. Many who foretell doom for third dimension did the same with sound."

'Movietime'

(Continued from page 1)

that Lou Smith, who has been acting as executive director of the "Movietime" tours for the past year, will close the Hollywood office and terminate his services to the organization during this month.

"Since its inception in Oct., 1951," O'Donnell said, "'Movietime' has sent some 400 stars and personalities into more than 1,500 cities and towns throughout the 48 states, most of which had never before had a Hollywood personality visit them. Exhibitor enthusiasm and reaction indicated that 'Movietime' tours provided one of the greatest public relations accomplishments, at a time when the industry most needed a 'shot in the arm'. COMPO will be ready and willing to provide this support again should the need arise."

O'Donnell expressed thanks on behalf of COMPO to all who gave of their time and talents from all branches of the industry to make the tours a success.

March is American Red Cross Month. GIVE!

New Tinted Windshields Threatening Drive-ins

DALLAS, March 22.—Tinted windshields, which will appear on approximately 5,000,000 cars in the next 18 months, may have a disastrous effect on drive-in theatres because of their distortion of pictures. This was disclosed in a survey just completed by Paul Short, National Screen Service executive, for the new International Drive-In Theatre Owners Association. As a result, seven members of the association who were planning to build new drive-ins ordered preparations stopped until further information was available.

It was found that the tinted windshield reduced vision approximately 34 per cent and, therefore, was branded as a safety hazard. The 60-day survey was made for Claude Ezell, president of the drive-in association.

The survey disclosed that a great portion of automobile accidents in Texas happened at night as a result of tinted windshields. Tests proved that a person driving at the rate of 50 miles per hour in the day time found his eyes began to tire after two hours behind a tinted windshield, while at night his eyes started to tire after only 36 minutes, with a greater acceleration of fatigue driving behind this new type of windshield, thus causing a loss of a certain amount of control over the reflexes.

As a result of these facts, Short is formulating a plan to present to the automobile, steel, tire and petroleum industries regarding the disastrous effect the tinted windshield is having on the drive-in theatres.

It is the opinion of Short that these industries are compatible with the motion picture industry, since the public wears out a large number of cars to use the facilities of drive-in theatres, and that the automobile industry will be cooperative to the program which is being devised by the unit.

To Lift Color TV Set Ban in 10 Days

WASHINGTON, March 22.—National Production Authority officials said the agency would revoke its tight controls on color television set production in the next week or 10 days.

However, they added, they do not expect to see any early large-scale production of color sets. They indicated their belief was that most manufacturers are waiting to see whether a compatible color system can be produced and approved by the industry and the government.

House Commerce Committee chairman Wolverton said he had asked the NPA to revoke immediately its order banning the manufacture of color television sets.

The order was originally a complete ban on all commercial color apparatus, including large-screen. Last year, NPA relaxed it to permit large-screen color equipment and also to permit home color sets to be produced under certain restrictions. Set-makers have claimed that the restrictions are so tight as to amount virtually to a complete ban.

Wolverton said he felt the conditions existing at the time the NPA order was originally issued had changed sufficiently to warrant ending the order.

The New Jersey Republican also announced the witnesses who will testify this week when the House Committee begins its hearing on the outlook for making color TV available to the public. Opening the hearings on Tuesday will be RCA vice-president E. W. Engstrom. On Wednesday, the witness will be CBS president Frank Stanton. On Thursday, there will be Richard Hodgson, president of Chromatic Television Laboratories; Dr. E. O. Lawrence, inventor of the Tricolor tube, and Dr. Allen B. DuMont, president of DuMont Laboratories. Dr. W. R. G. Baker, vice-president of General Electric, and chairman of the National Television System Committee, will testify next Friday.

3-D Fight Film

(Continued from page 1)

vice-president of United Artists in charge of distribution.

The first 11 are: Embassy, New York; Newsreel, Newark; Palace, Fort Wayne, Ind.; State, Albuquerque; Orpheum, Downtown and Hawaii, Los Angeles; Mission, San Diego; Rialto, Denver; Nile, Bakersfield, Cal.

Filming will be done by technicians and cameras of the Stereo-Cine Co. in association with Hollywood motion picture executives Sol Lesser, Raphael Wolf and Sherrill Corwin. Production will be supervised by Nathan Halpern, while Leslie Winik will be production manager.

New Roach, Jr., Firm

(Continued from page 1)

referred to the slowdown of production in several quarters due to uncertainty about technological developments, and said, "I believe motion pictures are here to stay and that good stories, good production, good players and good direction will create product that will do nothing but make money for everybody."

Mixed Reactions to 'Bwana' in South

CHARLOTTE, March 22.—Some 5,000 persons saw "Bwana Devil" at the Carolina Theatre here, where it will continue indefinitely.

Audience reaction was varied. Some were enthusiastic about the Natural Vision process, others were lukewarm. Still others professed disappointment.

Most of the persons who saw the show, including many exhibitors, were of the opinion that 3-D will have to show a great deal of improvement.

So. Dak. Ticket Tax

PIERRE, So. Dak., March 22.—A new law enacted by the recently adjourned South Dakota legislature permits school districts to levy a 10 per cent admission tax where cities, counties or districts maintain auditorium facilities. The money must be used to build or remodel buildings or be invested in interest-bearing bonds.

Kan. Censor Repeal Measure Killed

Topeka, March 22.—A bill to abolish the Kansas motion picture censor board was killed by the state affairs committee of the lower branch of the legislature, to which it had been referred.

CinemaScope

(Continued from page 1)

ment Co., Pittsburgh: "This is the answer to television. It makes you feel you are there. It is not a novelty. I was as enthusiastic over the intimate scenes as over the spectacular."

MAC KRIM, Detroit: "I think we are back in business. What we are doing is making TV smaller and smaller. I think we can't miss. The contrast will be so great that TV will be as obsolete as silent movies."

SAM LANDRUM of Jefferson Amusement Co., Beaumont, Texas: "I have seen CinemaScope and 3-D and this is the best for us. It is just great."

FRANK ROBERTSON, Cooper Foundation Theatres, Nebraska: "This is the salvation of the industry."

Hughes Stock

(Continued from page 1)

would be sought by Hughes is an unknown factor. The market price of RKO Theatres is about 4⅛. The usual procedure which a company follows in purchasing the stock interest of a stockholder is to offer the same price to all stockholders, a procedure which might make the projected RKO Theatres' plan economically prohibitive.

Sol Schwartz, president of RKO Theatres, is on the Coast for a view of 20th Century-Fox's CinemaScope demonstration, according to a company spokesman who declined comment on the reported plan. Schwartz, who was accompanied by his wife, is expected to stay on the Coast for a week's vacation, it was said.

Hughes had to trustee his theatre stock, in compliance with a Department of Justice order, following his reacquisition of his holdings in RKO Pictures Corp. and his reassumption of management control as board chairman of that company. Hughes' holdings were split between the theatre and production-distribution company in consequence of the divorcement of the company in accordance with its consent decree.

It was also reported that a number of other groups, outside RKO Theatres, are actively interested in purchasing Hughes' stock interest in the theatre company. According to one report, an offer of 5⅞ per share has been made to Hughes for his holdings by one group, principal of which is reportedly slated to confer with Hughes in Las Vegas shortly.

Bellamy to Aid Hospital

The work and research program of the Will Rogers Hospital will be highlighted by Ralph Bellamy, president of Actor's Equity, on the WABC-TV show, "What's Your Bid," tonight. The show will be seen in 40 cities. The Will Rogers Hospital will get all funds "bid in" during the program.

Great pictures built LIFE's great audience!



Fourteen years ago, Hansel Mieth's famous picture of a misanthropic monkey appeared in LIFE. Ever since then, the sullen bachelor has signified to thousands of people the wry borderline that lies between man and monkey, between human comedy and tragedy.

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The LIFE audience is big enough to more than fill all the theatres in cities and towns like yours all across the country. For example:

Market Areas	No. of Theatres†	Seating Capacities†	LIFE's Audience* (*single issue*)
Philadelphia, Pa.	**289**	**274,052**	**743,150**
Tulsa, Oklahoma	**31**	**19,439**	**43,530**
Cleveland, Ohio	**105**	**129,165**	**321,320**
Denver, Colorado	**49**	**40,530**	**105,090**

†From *1952 Year Book of Motion Pictures.*
*From *A Study of the Accumulative Audience of* LIFE (1952), by Alfred Politz Research, Inc.

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WITH

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A CHARLES J. FELDMAN *25th Silver Anniversary Picture*

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 56 NEW YORK, U. S. A., TUESDAY, MARCH 24, 1953 TEN CENTS

TOA-Allied Meeting Now A Possibility

Subject May Get Okay At Directors' Session

While neither arbitration nor the bid by the Theatre Owners of America for a joint Allied-TOA meeting is on the official agenda of the Allied board meeting slated for late this week in Milwaukee, it was reported here yesterday that both items will be taken up by the directors. Although Allied apparently sidestepped a joint session proposed by TOA president Alfred Starr before his departure for Europe on March 10, the organization did so only because it could not enter into such an arrangement without the full sanction of the entire board.

Some Allied leaders have admitted frankly that they see little chance of accomplishing anything concrete by a joint conference unless the distributors change their tactics on some trade

(*Continued on page 6*)

Wis. Allied, Drive-in Meet Starts Today

MILWAUKEE, March 23.—The annual convention of the Allied Theatre Owners of Wisconsin, to be held in conjunction with the convention and equipment show of the National Drive-in Theatres Association, will get under way here tomorrow with representatives attending from more than 40 states. The convention and trade show will continue through Thursday, following which the national Allied's directors are scheduled to convene on Friday and Saturday.

The first business session will start

(*Continued on page 6*)

Grainger to Conduct Series of Regionals

J. R. Grainger, president of RKO Radio, will conduct a series of regional meetings with his field sales force in the near future.

"It is my intention," said Grainger, "to get to know personally all key members of the RKO organization. It has been my experience that more problems can be solved and more plans set in a few hours of informal

(*Continued on page 6*)

20th-Fox Lists 16 For Release from April to August

Twentieth Century-Fox is readying for release between April and August a line-up of 16 attractions, six of which are in color by Technicolor, one in Cinecolor, and one color polaroid, the company announced here yesterday.

The roster will be led off next month by Irving Berlin's "Call Me Madam," starring Ethel Merman, Donald O'Connor, Vera-Ellen and George Sanders. The Technicolor musical will be followed by "The Presidents' Lady," starring Susan Hayward and Charlton Heston, and "Tonight We Sing."

For May, the releases are "Titanic," starring Clifton Webb and Barbara Stanwyck; "Man on A

(*Continued on page 6*)

Cinerama Opens to Big Advance Sale

DETROIT, March 23.—"This Is Cinerama" opened tonight at the redecorated and remodeled Music Hall to one of Detroit's largest advance theatre sales, with $70,000 already taken in at the box-office which was flooded by 11,000 pieces of mail from 11 states before tonight's opening.

The opening marked the first installation of the new semi-portable Cinerama projection booth and giant screen, hung on aluminum pipe scaffolding. An improvement in blending the three projectors on the giant screen was claimed due to automatic

(*Continued on page 10*)

Enterprise Group Honors Brandt

Harry Brandt, New York circuit operator, was among the eight persons who received awards from the Free Enterprise Awards Association. Scrolls, presented to the winners in a poll conducted by Certified Reports, an opinion research agency, stated that the men had "won an enduring place in the history of American endeavor by achieving success despite adversity." The association is a non-profit agency designed to champion the cause of free enterprise.

'Wax' Bringing New Era: Blumenstock

Mort Blumenstock, Warner Brothers vice-president in charge of advertising and publicity, has arrived in New York from Hollywood to set up the world premiere of "House of Wax," three-dimensional film in Natural Vision and WarnerColor, at the Paramount Theatre on April 10.



Mort Blumenstock

Asked about exhibitor reaction to the series of

(*Continued on page 8*)

Educational Theatre TV Wins Sponsors' Acclaim

By MURRAY HOROWITZ

A strong recommendation that another theatre telecast, similar to the educational program viewed by high school students in New York on Saturday, be held again next year will be made to the Technical Societies Council of New York, Inc., sponsor of the event.

This was disclosed here yesterday by John Kotrady, chairman of the "First Greater New York Scientific and Engineering Career Conference," the title of the telecast. He said that he would recommend, in addition, that next year's telecast be extended to other areas, possibly as far West as Chicago.

The one-hour telecast which began at 10:00 A.M. and which was seen by about 3,000 students scattered in the New York Paramount, Fox's Fabian and RKO Fordham, was acclaimed by all participating parties, Kotrady reported. He said the 10 leading commercial companies which footed the estimated $8,000 bill for the public service event were highly satisfied with the results. The $8,000 cost, it was pointed out, was paid out for production and line charges. The three theatres donated their seats.

The favorable reaction from the

(*Continued on page 11*)

Trade Practice Hearings Start In L.A. Mar. 31

Senate Probe to Shift To Washington April 13

By J. A. OTTEN

WASHINGTON, March 23. — A Small Business sub-committee will open public hearings on exhibitor complaints against film distributors in Los Angeles on March 31, Senator Thye (R., Minn.), chairman of the full committee, discloses.

The hearings will be conducted by the monopoly subcommittee, headed by Senator Schoeppel (R., Kans.) The latter estimated that the West Coast hearings would run about three days, and that those hearings would be followed by about a week of hearings in Washington, starting April 13. Names of witnesses at both hearings will be announced later, Schoeppel said.

Committee staff members have been

(*Continued on page 6*)

More Exhibitors Laud CinemaScope

HOLLYWOOD, March 23.—Scores of exhibitors who witnessed the CinemaScope showings staged here last week by 20th Century-Fox still were singing the praises of the new large dimension, stereophonic sound system over the weekend.

Virtually all were agreed that it opens up a new era of theatre business and that its long-range prospects are tremendous.

Following are typical comments of exhibitors representing a wide variety of theatre operations.

WILLIAM ELSON (Cloquet Amuse-

(*Continued on page 8*)

London Reaction to First 3-D Is Cold

LONDON, March 23.—3-D got off to an inauspicious start here.

A few days before "Bwana Devil" opened at J. Arthur Rank's Marble Arch Odeon, M-G-M took off its shelf the 17-year-old Pete Smith Audioscopics, which made no particular impression here originally, and

(*Continued on page 8*)

Personal Mention

F. J. A. McCARTHY, Universal Southern and Canadian sales manager, will leave New York today for New Orleans.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, and MRS. BAMBERGER have become grandparents for the third time with the birth of a girl to their daughter, MRS. SHELDON KAPLAN of Minneapolis.

•

JEROME WECHSLER, Warner Brothers Cleveland branch manager, became a grandfather for the third time when his daughter-in-law, MRS. HARRY WECHSLER, gave birth to a son, RICHARD LOUIS.

•

ROBERT CRAVENNE, president of UniFrance, handling French film industry public relations, arrived here yesterday from France aboard the *S.S. Liberte.*

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ARTHUR FREED, M-G-M producer, will arrive here from Hollywood on Monday en route to London on April 2 aboard the *S.S. Ile de France.*

•

LEE KOKEN, RKO Theatres vending machine manager, has returned here from Detroit and Cleveland.

•

JEAN BENOIT-LEVY, film producer, spoke at the New School for Social Research here last night.

•

ALLEN M. WIDEM, Hartford *Times* motion picture editor, has returned there from Los Angeles.

•

JOEL PRESTON, publicist, has joined the Blowitz-Maskel publicity firm as an associate.

Macy's Tying in on 'Madam' Premiere

Twentieth Century-Fox's "Call Me Madam" will receive a welcome to New York and its Roxy Theatre engagement starting tomorrow by Macy's in a double-page advertising series.

The greeting will have nearly all of Gotham's daily newspapers presenting insertions, with the campaign starting in this afternoon's *World-Telegram and Sun, Journal-American* and the *Post.* Tomorrow the *Times, Herald-Tribune* and the *Mirror* will carry the ads.

Format of the ads spotlights display art of the musical's starring quartet, Ethel Merman, Donald O'Connor, Vera-Ellen and George Sanders, as they appear in a group of production numbers.

Steve Strassberg Joins Alber Group

Steve Strassberg, film publicist, has joined David O. Alber Associates as an account executive. Strassberg formerly was publicity director of Eagle Lion Films, prior to which he was a publicist for Loew's and Republic Pictures.

NPA Finally Lifts the Lid On Bldg. and Equipment

WASHINGTON, March 23.—The National Production Authority today finally issued the long-awaited formal order ending production and construction controls on June 30.

After that date, theatre projects and production of theatre and film equipment can go ahead without any interference from the government. Also, of course, they will no longer get any government assistance unless they happen to be directly on military or atomic energy programs.

Effective July 1, the present controlled materials plan and construction control orders will end. A new program, the Defense Materials System, will channel steel, copper and aluminum to essential military and atomic production and construction. All other production and construction will have to scramble for the materials left over—but they will be free to use whatever they can get in whatever way they want.

Non-priority orders can be placed immediately for delivery after June 30 of steel, copper and aluminum, the NPA said.

Producers of film or theatre equipment for military orders would be eligible for the priority assistance under the new DMS program.

The new program is outlined in two orders, DMS Reg. No. 1, governing production, and DMS Reg. No. 2, governing construction.

'Tonight We Sing' Strong in Canada

Twentieth Century-Fox's "Tonight We Sing" is outgrossing "Stars and Stripes Forever" in Canada, it is understood.

It was said that on the opening day of "Tonight We Sing" at the Uptown Theatre, Calgary, the gross was $1,600, whereas "Stars and Stripes" took in $1,200 at the same house on its first day. At the Vogue in Vancouver, "Stars and Stripes" grossed $1,000 in its opener, while "Tonight We Sing" took in $1,500 on the first day in the same house.

Andre Hakim Forms His Own Company

Producer Andre Hakim, who recently left 20th Century-Fox, has returned from Europe and formed his own motion picture corporation in which he will act as special production coordinator with offices in New York and Europe. Hakim, who recently established European headquarters in Paris, is now setting up his organization in New York. Next week, he will return to California to close a deal for two French properties.

Earl Carpenter Dead

CLEVELAND, March 23.—Earl Carpenter, head and founder of Escar Motion Pictures, industrial producers, is dead here. Since 1948 Carpenter also operated the Carpenter Visual Service, Inc. Surviving are the widow and a brother, Ernest S., with whom he was associated in the Escar.

No New Names in Coast 'Red' Probe

HOLLYWOOD, March 23.—The House Un-American Activities Committee opened televised hearings here with Danny Dare, who in 1951 disputed charges by a committee witness that he had been a Communist, and who today reversed that testimony, giving extensive details of his membership. He revealed no names not previously mentioned as Communists. Formerly active in the stage and films as a dance director, Dare recently has been in television.

In the afternoon session Harold Hecht, former agent and in recent years an independent producer, testified he has been misled into joining the party in about 1940 and withdrew in 1942 after becoming disillusioned.

AA, ABPC to Make Film in England

HOLLYWOOD, March 23.—Following conferences here with Robert Clark, managing director in charge of production for Associated British Pictures Corp., Steve Broidy, president of Allied Artists, has announced the companies jointly will produce "The Black Knight" in England with June 5 set as the starting date for the color in Technicolor production.

Walter Mirisch, Allied Artists executive producer, will go to England to take charge of production. Participating in the conferences at the studio with Broidy and Clark were Harold Mirisch and G. Ralph Branton, Allied Artists vice-presidents, and the executive producer.

Nathan V. Steinberg Dies in New Rochelle

NEW ROCHELLE, N. Y., March 23.—Nathan Victor Steinberg, owner of theatres in Connecticut, New York and New Jersey, died in New Rochelle Hospital here of a heart ailment on Friday at the age of 42.

He is survived by his widow, two daughters, two sons, a brother and a sister.

Michael Lesnick Rites

CLEVELAND, March 23. — Services will be held here tomorrow for Michael Lesnick, 65, auditor for the past eight years for Associated Circuit, who died yesterday in the Cleveland Clinic.

Farnol Anniversary

The Lynn Farnol public relations organization will observe its third anniversary on Thursday with an "open house" for friends.

Sharp Rise in AA 26-Weeks Net Profit

Hollywood, March 23.—The operations of Allied Artists and its wholly owned subsidiaries for 26 weeks ended Dec. 27, 1952, resulted in a net profit of $309,771, before Federal income taxes, which compares with $235,582 for the same period in the previous year, president Steve Broidy reports. A reserve of $88,000 was set up for Federal income taxes; no corresponding reserve was set up the year before because of loss-carryforward credits. Gross income for the specified period was $4,540,684, which compares with $4,330,861 for the year before.

New Sterilizer for 3-D Glasses Ready

Herman Goldstein of Electroaire Corp., in partnership with Joseph P. Kennedy, former U. S. Ambassador to Great Britain, and I. M. Rappaport, Baltimore theatre owner, has formed a new company, Steriloptics, Inc., which will distribute a new machine to sterilize polaroid glasses on theatre premises. The sterilizing process was perfected by Goldstein's company.

'U' Sets Another 3-Dimensional Film

HOLLYWOOD, March 23.—Universal-International disclosed here today that the top-budget "Wings of Hawk," with Van Heflin and Julia Adams, will be shot in 3-D in color by Technicolor with stereophonic sound.

The company recently completed "It Came from Outer Space" as its first 3-D film.

Menzies to Direct 'Maze'

HOLLYWOOD, March 23.—William Cameron Menzies has been set to direct "The Maze," Allied Artists' first three-dimensional production.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE STORY OF THREE LOVES"
Kirk DOUGLAS James MASON Farley GRANGER
Pier ANGELI Moira SHEARER Leslie CARON
An M-G-M Picture
plus Spectacular STAGE PRESENTATION

ALFRED HITCHCOCK'S "I Confess"
STARRING MONTGOMERY CLIFT ANNE BAXTER
PARAMOUNT TIMES SQUARE
in Person Miss PATTI PAGE BOBBY SARGENT CLARK BROTHERS EXTRA JERRY WALD AND HIS ORCHESTRA
Midnight Feature

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N. C. Bill Aimed at Used 3-D Glasses

Raleigh, March 23.—A bill to prevent polaroid glasses from being reissued by theatres in North Carolina showing three-dimensional films after the glasses have been worn once has been introduced in the state legislature by Senator Hamilton Hobgood of Franklin.

The bill would make it a misdemeanor for theatres to reissue used glasses, with the maximum punishment a fine of $50 or 30 days in jail.

Claim Para. System Is Now Practical

The Paramount wide-screen process for conventional films is a practicality today, but depends on exhibitor acceptance for its adoption, a Paramount spokesman claimed here.

The spokesman commented on the weekend demonstration of the Paramount system held at the company's Coast studios and attended by some 300 exhibitors and management executives, the majority of whom were on the Coast to view 20th Century-Fox's CinemaScope system.

The company executive claimed that the needed wide-angle lens and concave screen could be supplied by present-day manufacturers if the exhibitor market was present. Unlike CinemaScope, the Paramount process is designed to give greater scope and illusion of depth to films made in the conventional form.

This factor was highlighted by Y. Frank Freeman, Paramount vice-president, on the Coast in an address to exhibitors. He urged exhibitors not to discard the conventional film "too hastily," despite all of the excitement about 3-D and other means of broadening the picture. He acknowledged that 3-D and other recent developments meant added business, but cautioned "let's do it by gradual merger, not by revolution—for in the revolution, too many of us will get hurt."

Freeman pointed out that major studios had an investment of approximately $325,000,000 in their current inventory of pictures and that if a "practical" means of enhancing the exhibition value of that product could be found, then it might easily represent to the industry an "income value of nearly $800,000,000."

The Paramount system for conventional films, it was explained, permits any picture to grow in size by spreading the image over a larger area. Freeman estimated the cost upwards of $600, depending on the size of the theatre.

'Knock on Wood' to Be Filmed by Para. in U. S.

HOLLYWOOD, March 23.—"Knock on Wood," Danny Kaye's next starring comedy, will be filmed at Paramount's studios. here in combination 3-D and the large screen process which Paramount is now developing, the studio disclosed today. The picture was originally planned to be made in England.

To be produced independently by Kaye, in collaboration with Norman Panama and Melvin Frank, with financing and distribution by Paramount, the picture goes before the cameras early this summer. Color will be by Technicolor.

Review

"Abbott and Costello Go to Mars"

(*Universal-International*)

FANTASTIC can best describe the setting of "Bud Abbott and Lou Costello Go to Mars." The pair ride around in a rocket-ship, not with the greatest of ease, and therein comes the tummy-ticklers. Of which, there are many.

Bud and Lou stumble into a contraption with a lot of gadgets and gears, much like a submarine control room. Buffoon Costello touches one of the gadgets, and, zoom, off they go to Mars, shivering all the while the missile climbs, zig-zaggedly. The ship lands in a strange place, inhabited by strange people. But not on the planet of Mars, as Bud and Lou believe; rather, it dropped them at New Orleans, right in dead center of a Mardi Gras with all of its color and distortions of human faces and figures—men and women of Mars, thought Bud and Lou. Their reactions to the funny, fancy and freakish behaviour of the carnival celebrants will give any and all Abbott and Costello adherents all of A-C they desire. Some will complain, and with them, we will agree, that there are in this production, many moments of over-tilled corn.

A mighty important merchandising approach should be pointed in the direction of the almost countless magazines and comic strips which daily take little Johnny and Jane traveling to Mars, even as Bud and Lou.

Howard Christie produced; Charles Lamont directed, from a screenplay which D. D. Beauchamp and John Grant wrote from a story by Christie and Beauchamp.

Photography, by Clifford Stine, ASC, was particularly keen. And bravos for the animation which sent the rocket-ship zooming through the Holland Tunnel, over and under New York bridges, and around this city's skyscrapers.

The cast in support of the always-walloping Bud Abbott, and the always-wallopped Lou Costello is quite capable, especially Robert Paige, Mary Blanchard, Martha Hyer, Horace McMahon, Jack Tesler, Hal Forrest, Harold Goodwin, Joe Kirk, Jack Kruschen and Jean Willis.

No review of "Abbott and Costello Go to Mars" is complete without mention of Bud Abbott and Lou Costello also going to Venus, which they do, on this same excursion, much to their surprise and delight, for here is where they meet Miss Universe Beauties. All of them are.

Running time, 76½ minutes. General audience classification. For April release.

JAMES CUNNINGHAM

Isley to Tie Theatres To Academy Awards

DALLAS, March 23.—Phil Isley, president of Isley Theatres, observed that the televised Academy Award showing proved unmistakably to be one of the finest public relations efforts the industry has ever undertaken and will undoubtedly reflect as much as the box-office. He stated that his theatres will stage a campaign to precede the Academy Awards next year based upon $10,000 in prizes to be given to patrons polling most nearly the actual "Oscar" Awards. The campaign will get under way immediately following the nominations for the awards.

Isley also stated that he would meet with the executive board of Texas COMPO and make the project available for a statewide campaign capitalizing on the Academy Awards. He added that exhibitors had constantly overlooked the value of the awards and will henceforth design campaigns in connection with this affair to boost box-office receipts, especially if the event is to be televised.

$10,500 for 'Hitch-Hiker'

BOSTON, March 23.—"The Hitch-Hiker," which opened at the RKO Boston Theatre here over the weekend, has hit a three-day gross of $10,500, reportedly the best business in the past 18 months at the house and indicating a new record for the initial week.

March is American Red Cross Month. GIVE!

Cohn Will Be Host Tonight at 'Salome' Premiere at Rivoli

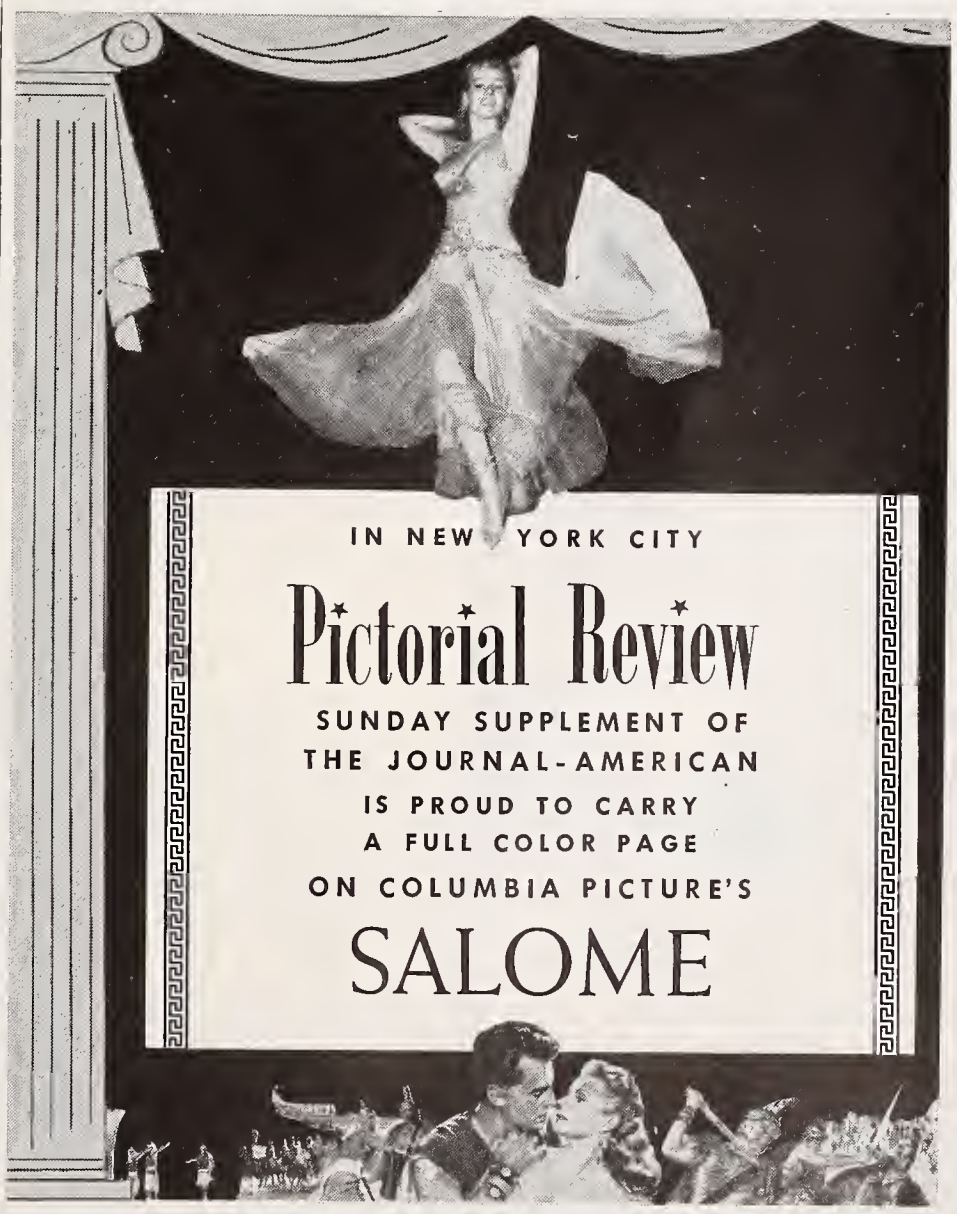
Leaders of the industry and celebrities will gather at the Rivoli Theatre here tonight for the world premiere of Columbia's "Salome." A formal dress, Klieg light, Hollywood-style affair, the festivities will be telecast by Station WPIX, beginning at 8:30 P.M.

Rita Hayworth, who has the title role in the production, came to New York for the opening. Hosts for the show will be Jack Cohn, executive vice-president, and A. Montague, general sales manager, for Columbia, and Montague Salmon, Rivoli managing director. Faye Emerson and radios' Art Ford will serve as masters of ceremonies for the telecast in front of the Rivoli.

Davis and Lurie Form New Firm

L.-D. Pictures Co. has been formed to distribute foreign language films with English subtitles in the United States. Arthur Davis is president and Walter Lurie is vice-president. Lurie recently retired as vice-president of Mutual Broadcasting and is financially interested in several filmed television programs. Davis also is president of Arthur Davis Associates, which has no connection with L.-D. Pictures.

Davis will leave here for abroad shortly to scan product for the new set-up.



One of the Great Event



Columbia Pictures
announces

THE WORLD PREMIERE PERFORMANCE

This Evening

AT THE

RIVOLI THEATRE

NEW YORK





...in the History of the Screen



COLUMBIA PICTURES presents

RITA HAYWORTH STEWART GRANGER

SALOME

COLOR BY Technicolor

CO-STARRING CHARLES LAUGHTON WITH JUDITH ANDERSON · SIR CEDRIC HARDWICKE · BASIL SYDNEY · MAURICE SCHWARTZ · ARNOLD MOSS · ALAN BADEL AND A CAST OF THOUSANDS

Screen Play by HARRY KLEINER · Produced by BUDDY ADLER · Directed by WILLIAM DIETERLE · A BECKWORTH CORPORATION Production

16 from Fox

(*Continued from page* 1)

Tightrope," starring Fredric March, Terry Moore and Gloria Grahame, produced by Robert L. Jacks and directed by Elia Kazan; "Invaders from Mars," a science-fiction film in Cinecolor, produced by Edward L. Alperson, and "The Desert Rats," starring Richard Burton, James Mason and Robert Newton.

June Releases

June releases are "The Girl Next Door," Technicolor musical starring Dan Dailey, June Haver and Dennis Day; "Powder River," Technicolor Western starring Rory Calhoun, Corinne Calvet and Cameron Mitchell, and "Pickup on South Street," starring Richard Widmark, Jean Peters and Thelma Ritter.

July releases are "White Witch Doctor," Technicolor, starring Susan Hayward and Robert Mitchum; "The Glory Brigade," Korean war narrative, with Victor Mature, and "The Kid from Left Field," starring Dan Dailey and Anne Bancroft.

August releases are "Gentlemen Prefer Blondes," Technicolor musical based on the Broadway play, starring Marilyn Monroe and Jane Russell; C. S. Forrester's "Sailor of the King," starring Jeffrey Hunter, Michael Rennie and Wendy Hiller, and "Inferno," first 3-D release from 20th Century-Fox, starring Robert Ryan, Rhonda Fleming, and William Lundigan.

March is American Red Cross Month. GIVE!

Trade Practice Hearings

(*Continued from page* 1)

doing considerable investigation of exhibitor complaints about current industry trade practices, and have talked to spokesmen both for distribution and exhibition. However, these will be the first public hearings since the investigation started.

In announcing the hearings, Sen. Thye said the committee had received many complaints from independent theatre owners who claim injury from certain distribution practices.

"They say that such matters as clearances, availabilities and competitive bidding are being handled by the distributors in a manner which is bringing increasing hardship upon the exhibitors," Thye said. "The full committee has agreed to grant the request of exhibitors for an opportunity to present their problems to the committee, and has assigned to the monopoly sub-committee the responsibility for arranging the hearings."

Sen. Schoeppel emphasized the sub-committee has "no preconceived notions as to the ultimate facts to be established by the hearings." He said the sole purpose of the sub-committee would be to attempt to receive problems confronting exhibitors, "most of whom are small, independent businessmen."

"We shall welcome the comments and recommendations of all parties who may have an interest in this matter," he declared. "We are particularly anxious to receive the views of distributors and spokesmen for the agencies of the government having responsibilities in the motion picture field."

The sub-committee which will conduct the hearings consists of Senators Tobey (R., N. H.), Ferguson (R., Mich.), Long (D., La.) and Gillette (D., Ia.) in addition to Schoeppel.

Committee officials said most of the witnesses at the West Coast hearings will be from Los Angeles, San Diego and other Southern California areas, but that there would be some witnesses from San Francisco and other West Coast cities. The hearings will get under way at 10:00 A.M. in the Federal Building.

Committee investigator William D. Amis is in California now and will remain there until the hearings start, lining up witnesses.

Wis. Allied

(*Continued from page* 1)

at 1:00 P.M., with all branches of the industry invited to participate. Exhibitor group discussions, broken up into panels of large towns, small towns, subsequent runs and drive-ins, are on the agenda for the late afternoon.

Business sessions, along with social activities, will continue through Wednesday. Speakers for the afternoon include Allied leaders Abram F. Myers, Wilbur Snaper, Ben Marcus and Col. H. A. Cole and Herbert Barnett, president of the Society of Motion Picture and Television Engineers. The convention will wind up Thursday night with an all-industry banquet and floor show.

TOA-Allied

(*Continued from page* 1)

practices and modify their stand on their opposition to the arbitration of film rentals.

It was pointed out that Allied may give TOA a "polite no" to the suggestion for a meeting, but some observers believe that the board will authorize its leaders to meet with TOA executives for the purpose of exploring ways and means of curbing high film rentals, pre-releases and advanced admission prices. The possibility has become more plausible in the last 30 days inasmuch as TOA has been blasting distributing policies almost on a par with that of Allied, even going so far as to say officially that unless certain abuses are corrected, exhibitors have no choice except to seek relief via the Department of Justice.

Grainger to Conduct

(*Continued from page* 1)

face-to-face conversation than in an entire month of letter-writing.

"My aim has always been to accomplish effectively the greatest amount in the shortest possible time. I believe these regional meetings will be a step in that direction."

Ill. Allied Meet Thursday

CHICAGO, March 23.—Allied Theatres of Illinois' 23rd annual luncheon and election of officers has been postponed from tomorrow to Thursday, because Jack Kirsch, Illinois Allied president, has stayed over on the Coast.



In the THEATRE Equipment World . . .

. . . *with RAY GALLO*

DELEGATES to the three-day National Drive-in convention at Milwaukee starting today will find on display at the booth of Cretors Corp., Nashville, the company's new "Olympic" over-the-counter model popcorn machine. The new unit has a number of features especially designed to meet the problems of outdoor operation. One of them is a new forced-air heat circulation system for keeping the popped corn fresh and crisp, regardless of weather or moisture conditions. Two three-cubic feet elevator wells give the machine heated storage capacity for the equivalent of 200 boxes of popped corn, in addition to the storage capacity of the popper itself.

•

The appointment of Paul Hirschberg of Chicago as area manager for D. W. Moor Co., Toledo, manufacturer of floor matting, has been announced by D. W. Moor, president. Hirschberg will cover Iowa, Nebraska, Minnesota, Wisconsin and St. Louis, Mo.

•

Promotion of two of its executives has been announced by Mills Industries, Inc., Chicago, manufacturers of beverage coolers and dispensers, ice cream and frozen custard equipment and related products. Fred L. Mills, Jr., has been named vice-president in charge of engineering and Walter F. Herman, vice-president in charge of manufacturing.

•

The Breuer Electric Mfg. Co., Chicago, has acquired additional plant facilities to expand production of its line of Tornado industrial vacuum cleaners, portable electric blowers and floor scrubbing machines. The new plant adjoins the company's present one at 5100 North Ravenswood Ave., according to A. A. Breuer, president.

•

Celebrating 31 years with the Coca Cola Company and a 30th wedding anniversary is Charles Okun, shown below with his wife at the recent Adolph Zukor Golden Jubilee dinner at the Waldorf Astoria in New York. Okun is theatre representative for Coca Cola in the fountain sales department.

•



Technicolor Congratulates

Academy Award Winners 1952

• *Best Motion Picture*
"THE GREATEST SHOW ON EARTH"
CECIL B. DeMILLE-PARAMOUNT
(Color by TECHNICOLOR)

• *Irving G. Thalberg Memorial Award*
CECIL B. DeMILLE
PRODUCER OF "THE GREATEST SHOW ON EARTH"
(Color by TECHNICOLOR)

• *Best Direction*
JOHN FORD
"THE QUIET MAN"
ARGOSY-REPUBLIC
(Color by TECHNICOLOR)

• *Best Cinematography—Color*
"THE QUIET MAN"
ARGOSY-REPUBLIC
WINTON C. HOCH AND ARCHIE STOUT
(Color by TECHNICOLOR)

• *Best Original Film Story*
"THE GREATEST SHOW ON EARTH"
CECIL B. DeMILLE-PARAMOUNT
FREDRIC M. FRANK, THEODORE ST. JOHN,
FRANK CAVETT
(Color by TECHNICOLOR)

• *Best Scoring of a Musical Picture*
"WITH A SONG IN MY HEART"
20TH CENTURY-FOX
ALFRED NEWMAN
(Color by TECHNICOLOR)

• *Best Art Direction—Color*
"MOULIN ROUGE"
ROMULUS FILMS-UNITED ARTISTS
PAUL SHERIFF
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• *Best Set Direction—Color*
"MOULIN ROUGE"
ROMULUS FILMS-UNITED ARTISTS
MARCEL VERTES
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• *Best Costume Designing—Color*
"MOULIN ROUGE"
ROMULUS FILMS-UNITED ARTISTS
MARCEL VERTES
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• *Best Special Effects*
"PLYMOUTH ADVENTURE"
METRO-GOLDWYN-MAYER
A. ARNOLD GILLESPIE, DEP'T HEAD
(Color by TECHNICOLOR)

• *Best Short Subject—One-Reel*
"LIGHT IN THE WINDOW"
ART FILMS PRODUCTIONS-20TH CENTURY-FOX
BORIS VERMONT, PRODUCER
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• *Best Short Subject—Two-Reel*
"WATER BIRDS"
WALT DISNEY-RKO
(Print by TECHNICOLOR)

• *Best Short Subject—Cartoon*
"JOHANN MOUSE"
METRO-GOLDWYN-MAYER
FRED QUIMBY, PRODUCER
(Color by TECHNICOLOR)

• *Best Documentary—Feature*
"THE SEA AROUND US"
RKO
IRWIN ALLEN, PRODUCER
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150 CinemaScope Installations for NT

Hollywood, March 23.—The National Theatres circuit has ordered 150 CinemaScope installations, 20th Century-Fox distribution director Al Lichtman revealed today, with the Brandt circuit, New York, and Balaban and Katz, Chicago, taking 100 each.

Other orders include Schine Theatres, 200; Wometco, 60; United Artists Circuit, 40, and Malco, 40.

London Reaction

(*Continued from page* 1)

booked it into the Leicester Square Empire. Press and audience reaction was unfavorable.

The opening of "Bwana Devil" was followed by equally adverse press and public comment. Many thought that the first 3-D advertising film, boosting a popular brand of cigarettes, which was made by Rank's ad film department and ran on the same program, stole the show. At least, it was widely agreed, the ad film did more to suggest the shape of things to come than did the feature.

M-G-M has announced that "The Knights of the Round Table," shooting on which is scheduled to start at Elstree in May, will be made in one of the new technical systems, which one was not specified. It is generally believed here it will be 20th Century-Fox's CinemaScope.

CinemaScope Is Lauded

(*Continued from page* 1)

ment Co. and Detroit Lakes Theatres, Minneapolis): "Very good, and in a year it will be even better. Another good thing, it doesn't look too expensive to install."

JACK GOLDBERG (Eastland Theatres Los Angeles): "CinemaScope is a great spectacle and it should revolutionize our business—we need it!"

AUGUSTA KESSLER (booker, West Coast, for United Artists Theatres): "Particularly from a woman's point of view, it's wonderful. I was greatly impressed by the music, especially. It was as if the orchestra was actually in the room, it was that close."

I. H. HARRIS (exhibitor, Burley, Ida.): "It's marvelous. What would the perspective be in a small theatre? If we could have the same perspective on a smaller screen for our rural theatres it would be ideal, and would mean big business."

FRED SCHWARTZ (Century Theatres, New York): "How many CinemaScopes can I get, and how fast?"

RAY SYNFY (Vallejo, Cal.): "Something different, startling. CinemaScope has a great future."

AL HANSON (South Lynn Theatres, Los Angeles): "It's wonderful. A tremendous improvement."

JACK BLUMENFELD (Blumenfeld Theatres, San Francisco): "I think the scope of CinemaScope is tremendous. The public will take to it terrifically."

RAY A. GROMBACHER (Esquire Theatre, Portland, Ore.): "Terrific! I was in Hollywood when sound came in and CinemaScope has the same magnitude. Take it from an oldtimer, this is it!"

GEORGE MANN (Redwood Theatres, San Francisco area): "All I can say is that the new process will increase seats 25 to 100 per cent. We have built three or four theatres in the last few years that would be ideal for CinemaScope."

GEORGE DUNLAP (MGM Theatres, Buenos Aires): "Wonderful! Really wonderful!"

LARRY BEARG (Famous Players Theatres, Canada): "I saw Cinerama, and CinemaScope gives the same effect. It will sell just as many tickets at the box office and is cheaper than Cinerama. CinemaScope is more practical, and is a revolutionary step in our business."

SEYMOUR PEISER (Metropolitan Theatres, Los Angeles): "Tremendously impressive. Has the potentialities of recreating interest in our business."

BILL CONNORS (John Hamrick): "Wonderful. Enjoyed it more than Cinerama. In Cinerama the picture bothered me. This is smooth—plus less expensive. It was well worth coming from Seattle to see."

LOWELL SKILLITER (Toledo World Theatre): "Marvelous. I'm going to get back into the stock market."

SID COHEN (Film Service Circuit, Salt Lake City): "This will bring people back to the theatre."

'Wonderful Job'

DAVID FLEXER (Flexer Theatres, Memphis): "It's a wonderful job! I'm glad to see that it's in the hands of Spyros Skouras. He knows the problems of the exhibitor because he was one. I'm buying six CinemaScope systems for my theatres as soon as they are ready to take the order."

FRANK MANTZKE (Northwest Theatres, Minneapolis): "I am thrilled! It's breath-taking! It's revolutionary! It's the coming thing! I just hope they can get lenses for all theatres at the same time."

ROY BROWN (booking and buying service, Portland, Oregon): "Excellent! I like it better than 3-D."

MAC KRIM (Detroit exhibitor): "I think we're back in business. What we're actually doing is making TV smaller and smaller. With this dynamic screen I think we can't miss. When we sit at home and see the postage stamp picture the contrast is going to be so great, that TV is going to be obsolete like the silent movie."

PATRICK J. DEE (Gregory circuit, Chicago): "Mr. Skouras is to be congratulated. CinemaScope is a boon to the industry. It's wonderful!"

S. L. OAKLEY (Jefferson Amusement Co., Beaumont, Tex.): "It's great! Better than anything I've seen and I've seen them all. We can install this in our theatres as well as in our drive-ins."

JOY HOUCKS (Joy Theatres, New Orleans): "It's greater than when sound came."

JOHN H. HARRIS (Harris Amusement Co., Pittsburgh): This is the answer to TV. It makes you feel you are there. It's not a novelty. I was as enthused over the intimate scenes as I was the spectacular."

MARIO BACHECHI (Albuquerque Exhibitors, Inc.): "It adds much more than what we're showing now. It'll be great for drive-ins, too."

MOE HOROWITZ (Cleveland circuit): "It will be a shot in the arm for our circuit."

New Era

(*Continued from page* 1)

screenings of "House of Wax," held at the Coast studio last week, attended by over 500 of the country's showmen, Blumenstock said, "From everything that was said to J. L. Warner by our exhibitor guests, I can assure you that the world premiere of 'House of Wax' at the Paramount on April 10 is more than the official opening of an important picture; it is the world premiere of a new era in our business."

In addition to the premiere activities on "House of Wax," Blumenstock will also set up trade and consumer WarnerPhonic sound shows and the forthcoming release of "Trouble Along the Way," "Plunder of the Sun" and "The Desert Song."

New-style Premiere

Meanwhile, what Warner described as the world's first around-the-clock motion picture premiere, highlighting 24 hours of "high voltage" showmanship and 12 "spectacular opening ceremonies," will launch "House of Wax" in Los Angeles next month. Plans for the marathon opening are being worked out by the studio press department, in collaboration with Jerry Zigmond, West Coast division manager for AP-PT.

A midnight "spook premiere" will launch the 24-hour show at the Paramount Downtown Theatre on Thursday night, April 16. Every two hours thereafter another "opening spectacle" will be staged, with the final show of the 12 scheduled for 10 P.M. April 17.

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Herbert J. Yates and Republic Pictures
for their cooperation in the production of

"THE QUIET MAN"

and to all the men and women whose efforts in behalf of "THE QUIET MAN" contributed to

JOHN FORD

winning the Academy Award for best direction

and Winton C. Hoch, A.S.C. and Archie Stout, A.S.C. winning Academy Awards for best Color Cinematography.



★

"THE QUIET MAN" ACADEMY NOMINATIONS

Best Picture—Produced by John Ford and Merian C. Cooper

Best Director—John Ford

Best Screenplay—Frank S. Nugent

Best Supporting Actor—Victor McLaglen

Color Photography—Winton C. Hoch, A.S.C. and Archie Stout, A.S.C.

Art Direction—Frank Hotaling

Set Direction—John McCarthy, Jr. and Charles Thompson

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Reviews

"Glory at Sea"

(Souvaine Selective)

HAVING turned the sea to their own economic and military advantage, it is no wonder that the British should be able to make good sea pictures. "Glory at Sea" is a saga of one of the old, mothballed American four-stack destroyers which were left over from the first World War and which were turned over to the British in the early, desperate days of World War II.

The film is not comparable to "In Which We Serve," a British classic in a similar vein, but it is made of that combination of heroic action and noble understatement which so effectively tell the lot of the wartime sailor. In this case the sailors are saddled with an overage "gift horse" given to mechanical tantrums and complete engine failure in moments of high crisis. It's an appealing story, nicely acted by Trevor Howard as the worried skipper, and Sonny Tufts as an American enlistee, among others. Joan Rice, the Maid Marian of Disney's "Robin Hood," also is on hand as one of the women waiting on shore.

The screenplay by Bill Fairchild, Hugh Hastings and William Rose is based on an original story by Ivan Goff and Ben Roberts. It follows the adventures of the British crew from the time they take command of the "gift horse" in Halifax till the last, heart-breaking night when they scuttle their ship in a German-held French harbor. Enroute there are vignettes telling of brushes with enemy subs and aircraft and revealing moments of the private lives of some of the crew. This episodic method of telling the story, although briskly done, accounts for a loss of a good deal of suspense.

The film is a Molton Films Production, distributed in the United States by Souvaine Selective Pictures, and directed by Compton Bennett.

Others in the cast are Richard Attenborough, James Donald, Bernard Lee, Hugh Williams, Meredith Edwards, Patric Doonan, Dora Bryan, Robin Bailey, John Forrest, Tony Quinn and Sidney James.

Running time, 88 minutes. General audience classification. Release date, March 10.

"The Big Frame"

(RKO Radio Pictures)

A FAIRLY suspenseful film has been fashioned in this Julian Lesser production. Made in England, Mark Stevens stars in the role of a hunted man attempting to prove his innocence of a murder he did not commit. The remainder of the cast is British.

The plot, although it runs according to formula lines, has its moments of surprise and tenseness. However, it is weakened by many static scenes and lack of production polish. Nevertheless, the picture does contain many of the ingredients of a good thriller and should be sold as such.

Stevens, a Yank and former RAF pilot, is framed for the murder of an unpleasant colleague, another ex-RAF man. The murderer, in an attempt to hide his crime, commits other killings before he is apprehended. Interwoven in the crime story is a romance and a shaft of interest in aviation.

Robert S. Baker and Monty Berman produced, while David MacDonald directed, from a screenplay by Steve Fisher and John Gilling. Others in the cast are Jean Kent, Garry Marsh, John Bentley, Dianne Foster, Bryan Coleman and John Harvey.

Running time, 67 minutes. General audience classification. Release date, April 25.

MURRAY HOROWITZ

N. Y. Assembly Kills 2 Pertinent Bills

ALBANY, N. Y., March 23.—Assembly committees killed two bills affecting theatres. The Judiciary Committee defeated a measure which proposed to make owners, operators, agents and employes in control of places of public resort or amusement liable for discrimination because of race, creed, color or national origin, and to increase from $500 to $1,000 the maximum recoverable in a civil action.

The Cities Committee voted against reporting a bill which required establishments operating under a license from a municipality and charging public admission fees, to secure and maintain minimum liability insurance of $25,000 for personal injuries to one person in an accident, and $50,000 for more than one person in one accident.

SMPTE Adds 300

The Society of Motion Picture and Television Engineers has added 300 new members since Jan. 1 in its drive for 1,000, according to Ray Gallo, general chairman of the membership and subscription committee. Many of the new members are from television and from studios in Hollywood.

Stanley-Warner Files N. Y. Certificate

ALBANY, N. Y., March 23. — The Stanley-Warner Corp. of Delaware has registered a certificate with the Secretary of State here, disclosing that its New York offices will conduct a motion picture and theatrical business and that its capital stock is $25,000,000, consisting of 5,000,000 shares of common at $5 par value.

Harry M. Kalmine, as vice-president, executed the certificate, on order of the board of directors. The corporation is authorized to conduct a wide variety of enterprises in the motion picture, theatrical, broadcasting and television fields.

More Chi. Court Actions

CHICAGO, March 23.—Judge Phillip Sullivan of Federal District Court here refused a motion to strike Essaness from the Armitage Theatre antitrust suit.

In another action, attorney Sam Block has asked for summary judgment dismissing the Clinton Drive-in equity suit, claiming that the drive-in has suffered no damage from not showing first-run pictures.

Cincinnati Promotes Industry Exhibit

CINCINNATI, March 23.—The Theatre Owners of Greater Cincinnati and the Independent Theatre Owners of Ohio are responsible for bringing $50,000 worth of theatrical equipment to Cincinnati and displaying it for a comprehensive exhibit of props and costumes which were used in producing some key pictures.

The display lists the 50 independent theatre owners who have cooperated on the exhibit and identifies the props and costumes with still photos of films which will be exhibited in Cincinnati.

Theatres also cooperated in publicizing the exhibit by showing a two-minute trailer which was made up especially for the event. The trailer calls attention to the exhibit. A contest being sponsored by the *Cincinnati Post* and the fact that the independent theatre owners are cooperating will be promoted by the *Post*.

'Ike' Still Strong Against Tax Cuts

WASHINGTON, March 23.—President Eisenhower threw some more cold water on the outlook for an admission tax cut this year by making his strongest statement yet against tax reduction before budget balancing.

If the excess profits tax ends this year and individual income taxes are cut, the President told a press conference, he definitely wants some substitute tax revenue. He reiterated that a balanced budget must be in sight before tax revenues are lowered.

Meanwhile, House Ways and Means Committee Chairman Reed (R., N. Y.) abandoned his plans to force an early House vote on his tax-reduction bill.

Cinerama

(Continued from page 1)

adjustors which were said to aid the quality of the color-matching print. The cost of remodeling the theatre, which now seats 1,150, was put at $40,000.

Cinerama was represented at the opening by Lowell Thomas, vice-chairman of the board, who, in accepting a *Look Magazine* special achievement award, promised that Cinerama's growth has just begun.

Attending the premiere were many of the city's civic and industrial leaders, including K. T. Keller of the Chrysler Corp., members of the Ford family, Governor Williams, Mayor Cobo, along with social leaders interested in the Women's Association of the Detroit Symphony Orchestra, which sponsored the premiere.

Coast Janitors Get Raise

SAN FRANCISCO, March 23.—Theatre janitors in Northern California won a two and one-half cents hourly pay raise, retroactive to last Feb. 15 and another seven and one-half cents an hour raise will apply next Feb. 15. In addition, employers will contribute five cents more an hour to a joint pension trust fund, to which they have been paying $6.00 per man per month. Prior to the increase janitors received $72.75 for a five-day week consisting of 40 hours.

NARTB Hits AFM Restraints on Sale Of Films to Video

WASHINGTON, March 23.—The National Association of Radio and Television Broadcasters today attacked, before the House Labor Committee, the agreement between the Association of Motion Picture Producers and the American Federation of Musicians prohibiting the sale to television of films on which the services of live musicians were used.

It said this was a type of "secondary boycott" which Congress should forbid.

Richard P. Doherty, vice-president of the NARTB, gave the labor committee the association's views on needed changes in the Taft-Hartley law. He outlined various situations which he thought should be changed, and finally came to agreements between a union and an employer.

"The now famous Allen A. Bradley case highlights the irreparable damage to the public arising from collective bargaining provisions which erect rigid trade barriers against the free flow of goods and services," he declared.

"The American Federation of Musicians has a contractual provision in its agreement with the motion picture producers which prohibits the sale or lease of any motion picture film (on which the services of live musicians were used) to television stations. In some form, as background music or otherwise, music is incorporated into virtually every film. The result is an effectively tight blockade against the use of all motion picture films produced by the signatory producers, in television."

Congress tailored the secondary boycott provisions of the Taft-Hartley law to deal with the main abuses, Doherty said. "Largely through board decisions a new highway has been constructed to by-pass the intent of Congress," he declared. "This highway is labeled 'freeway for secondary boycotts riding on employer-union agreements.' It is imperative that Congress now take proper steps to regulate the secondary traffic on this new highway."

Doherty outlined language to ban similar contracts in the future. The NARTB spokesman also attacked the National Labor Relations Board's decision in the Gamble Enterprises case, in which the board said the AFM had not engaged in illegal featherbedding. He said the law should be rewritten to make clearly illegal any such practices as used by the AFM in that case.

Says Chromatic Tube Ready Now for Use

Chromatic Television Laboratories, Inc., an affiliate of Paramount Pictures Corp., is ready to offer to set manufacturers for production immediately its three-color home television tube, Richard Hodgson, Chromatic president, disclosed here yesterday.

"We welcome the report that the National Production Authority will rescind its order M-90 restricting the production of color television receivers," he added. Hodgson predicted that with the pending Congressional investigation of the color TV situation, additional impetus can be anticipated in making home color television a reality in the immediate future.

Television--Radio

with Pinky Herman

AFTER two years of "going steady," the expected wedding of motion pictures and TV was consummated Thursday night when the RCA-sponsored telecast of the "Oscar Awards" (until now a most EXCLUSIVE Hollywood enterprise) was beamed via the entire NBChain. The instantaneous shifting to and from the Pantages Theatre in Hollywood where Bob Hope emceed and the International Theatre in N. Y. where Conrad Nagel did the honors, plus the smooth coordination of the conversations between the two, was in itself an engineering feat and in our book NBC rates an Oscar for Ingenuity. . . . Jim Morgan, producer of "Queen for a Day" and author of several text books on radio, is adding another chapter, exclusively dealing with 3-D and color to his latest tome, "Encyclopedia of TV." . . . Add June Brides: Suzanne Marie White, Exec. Sec'y at Screen Gems, and Barbara Barnes, daughter and partner of WOR's popular Patt. . . . More Romance: Too busy to take a honeymoon when they were married 15 years ago, Andre Baruch and Bea Wain, left over the weekend on a five-week flight to Europe, Africa and South America. . . . Leo (20th Century-Fox) Israel recently won $9,000 on "What's Your Bid," ABContest. Sooo last Wednesday, Leo visited the "Here Comes Mr. Jordan" show on WPIX, and again copped some prizes. . . . Bob VanDeventer ("20 Questions") panelist and Ed Mayer have co-authored a musical comedy, "All's Fair in Love," . . . Songstress Georgia Gibbs will guestrill on the "Perry Como CBShow" Friday and on "Toast of the Town," April 19.

☆ ☆ ☆

The Hit Parade was never intended as an exclusive showcase for Tin Pan Alley's wares. With that in mind Vincent Andrews and Dennis James have collaborated on a ballad, "Why Should I Want You?" which to our ears sounds like a sure hit. Eugene Baird's Vinrob Recording is loaded with Deejay appeal and will spend lots of time on the turntables. (wanna bet?. . . . With the Sunday, April 5 program, "Fred Waring CBShow" begins his fifth year of telecasts for General Electric. . . . Stibra Productions has completed the filming of a new children's series of 13 marionette TV films, "Don Q.' Dick & Aladdin," which will be nationally syndicated by Lakeside TV Co. . . . Economy-minded TV producers are using same settings and props they used for 'Harbor Lights' when programming the latest ditty, "Lighthouse in the Harbor.' Sammy Kaye's Columbia waxing is zooming the ballad to top spot. . . . Edgar Bergen has CBSigned to continue his Sunday Nite radio series and will also do a series of exclusive CBS-TVehicles starting in the fall. . . . Paul Gregory, producer of the "This Is Charles Laughton" TV series, is a dead-ringer for another Gregory—Gregory Peck. . . . Kathi Norris' "Woman's Edition" portion on Garroway's "Today" NBTelecasts, is five minutes of beauty, grace and charm. . . . A new variety series, "Inside Times Square," will bow into the WOR-TV scene Monday, March 30, emceed by Ray Heatherton. Program will be seen five nights weekly in the 11:00 to 11:30 P.M. slot. Hank Leeds is the producer-director. . . . When the new Knickerbocker Beer WABCommercial "hops" into the TV firmament starting Monday, April 27 (11:00 to 12:00 midnight) this five-nights-a-waak, solo-sponsored series, will represent one of the highest expenditures on a local station. Format will feature "Father Knickerbocker" as host of a variety show.



Eugenie Baird

☆ ☆ ☆

DEEJAY (walking). . . . Bill Silbert's easy-goin' WABDisk jockey series nitely at 11 is plenty cool. . . . Slim Bryant and hisWildKDKAts are now seen by Pittsburghers every Saturday at 7:45 P.M. over WDTV, spousored by Duquesne Brewers. . . . Dick (Stop the Music) Brown has been doing a bang-up pinch-hit role at WTAM (Cleveland) for Johnny Andrews, whose recent triple AFTRAwards "Best Radio Program," "Best Musical Show" and "Best TV Performer," earned Johnny a month's South American cruise. . . . Bill Taylor's "Sunrise Serenade," featured early Sunday mornings, rates WORchids. . . . Former Monogram singing star Phil Brito, currently winning new friends and influencing people to buy music via his new series of platter-chatter programs heard every night via WKAT, Miami Beach.

Theatre TV

(Continued from page 1)

companies which paid the bill was viewed as gaining wider acceptance for the medium. Among the sponsoring companies were Allied Chemical and Dye Corp., General Electric Co., Grumman Aircraft Engineering Corp., Standard Oil Co. and the Texas Co.

From a technical viewpoint, the telecast, aimed at attracting students to the engineering fields, was considered successful. The picture at the New York Paramount was on the whole regarded as excellent and at the Fordham it was said to be perfect. At the Fox, it varied from excellent to poor due to line trouble. Circuit executives, however, felt that technical information was achieved by Saturday's telecast and previous tests to obtain an excellent picture in the future.

Wage Increases to Extras in TV Films

HOLLYWOOD, March 23.—Leading television film producers here and the Screen Extras Guild have reached an agreement on the terms of a collective bargaining contract setting increased salary minimums and improved conditions for extra players in television films, according to a joint announcement by Roland Reed Productions, Hal Roach Productions, the Alliance of Television Film Producers, through its attorney, Dean Johnson, and SEG president Richard H. Gordon.

All increases in the basic wage rates are retroactive to Sept. 17, 1952, and the contract runs to Jan. 2, 1958.

Gordon said the contract has been approved unanimously by the SEG board of directors and is being submitted immediately for ratification by the Guild membership in a mail referendum.

Manley Names Seley To N.E. Division

BOSTON, March 23.—Lyman O. Seley, formerly of Seattle, has been appointed New England district manager of the Manley Popcorn Machine Corp.

He replaces Sam Horenstein who assumed the position of advisor and "goodwill ambassador" for the company. Seley's territory will embrace not only the six New England states, but also New York, New Jersey, and Pennsylvania. His headquarters will be in Boston.

Spanish Film Trust Suit Filed Here

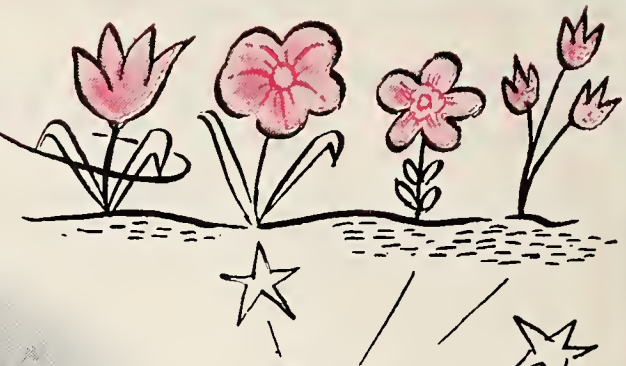
An anti-trust suit seeking $1,267,500 in damages was filed in New York Federal District Court by Anho Corp., which operates the Spanish language Prospect Theatre here. Named as defendants were Clasa Mohme, Inc. and Harry A. Harris who operates five Spanish language theatres in New York.

The complaint charges that the defendants conspired to deprive the Prospect of first-run Spanish language pictures.

Howard to CBS-TV Post

HOLLYWOOD, March 23.—The appointment of Henry Howard, Jr. as CBS television director of business affairs here, effective immediately, was announced by W. Spencer Harrison, CBS-TV vice-president in charge of legal and business affairs.

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All Para. Films Set for 3 to 5 Aspect Ratio

Films from Now on Made Only for New Screen

By WILLIAM R. WEAVER

HOLLYWOOD, March 24. — All Paramount pictures from today forward will be photographed for projection on screens conforming to the company's new three to five aspect ratio, vice-president Y. Frank Freeman told guests here this afternoon at a studio demonstration.

This will not limit in any way their projection on the standard screen's four to five ratio, it was said. The screen demonstrated is still experimental, is nameless, is unpatented and can be duplicated by any exhibitor by his own resources. Paramount will not sell screens, Freeman said.

The screen consists of a muslin base with a beaded surface and is surrounded by a frame which, it was pointed out, is not an integral or necessary part. The screen curves forward at the sides and bottom.

Picture measures 20 feet high by 33

(*Continued on page 6*)

Theatre Defendants Win D'Arcy Action

ST. LOUIS, March 24.—Federal Judge Roy W. Harper of the U. S. District Court here ruled yesterday in favor of defendants Fanchon and Marco, St. Louis Amusement Co. and affiliated companies and officers, in the Martin W. D'Arcy Shubert Theatre $750,000 damage suit which was originally filed here Dec. 19, 1946.

Judge Harper ruled that there had been no monopoly or conspiracy and

(*Continued on page 7*)

Amprex Shows Its 3-D Sound System

The Amprex Electric Corp. of Redwood City, Cal., demonstrated here yesterday its three-dimensional sound recording system, for which, according to spokesmen, several Hollywood studios are negotiating.

The private demonstration, held at the Hotel Lexington, consisted of three sound speakers over which music, a woman's voice and the sound

(*Continued on page 6*)

Industry Vitalized By New Processes Downing Reports

By MURRAY HOROWITZ

The activity of all Hollywood film studios in endeavoring to devise new and exciting methods of exhibition was hailed here yesterday by Russell V. Downing, president and managing director of Radio City Music Hall, who just returned from a week's trip to the Coast.



Russell Downing

Downing said that such processes as 20th Century-Fox's CinemaScope, which he saw while on the Coast, and the wide screen and 3-D

(*Continued on page 6*)

Can Sterilize 3-D Viewers Odorlessly

"A machine has been devised which is capable of sterilizing and deodorizing any of the various kinds of glasses used for viewing three-dimensional movies by exposure to high concentra-

(*Continued on page 6*)

E. F. Howrey Named Chairman of FTC

Washington, March 24. — President Eisenhower named Edward F. Howrey to be chairman of the Federal Trade Commission.

Howrey, a Washington lawyer, was confirmed as a member of the Commission only yesterday. He will replace James M. Mead as chairman. Mead remains as a member of the Commission.

Rentals, 3-D, Tax Top Agenda As Wis. Allied Meet Opens

By BRUCE TRINZ

MILWAUKEE, March 24.—Repeal of the 20 per cent Federal admission tax, 3-D developments, and high film rentals will be the chief topics of discussion at the National Drive-in and Wisconsin Allied conventions, Sig Goldberg, president of Wisconsin Allied, disclosed here today at the opening meeting of the three-day session.

Regarding film rentals, Goldberg charged that "distribution is knowingly and willingly trying to drive the small exhibitor out of business." He also attacked pre-releases, declar-

(*Continued on page 2*)

Product Delays and 16mm. Deals Hit by N.J. Allied

Allied Theatre Owners of New Jersey is aroused over the delay in releasing product to some New Jersey situations and the allied solicitation by RKO Radio for 16mm. playoffs in schools. The board of directors of the New Jersey unit has come to the conclusion that a contributing factor to bad business in many New Jersey cases is the present releasing system, according to an association bulletin.

"The delay of many pictures because of an antiquated and wholly unnecessary clearance of New York City over some areas is most harmful," the organization contends. "As an example, the clearance maintained over Newark affects theatres at the box-office and exhibitors find themselves playing pictures months after the New York release. A prime example is the playoff of 'Above and Beyond,' which has been doing business up to this date. The picture is still not available in the Newark, Elizabeth and surrounding areas. It is the intention of Allied to seek relief for its effected members,

(*Continued on page 2*)

Heavy Spurt for 'U' Feldman Drive

Exhibitors from Coast to Coast are booking Universal-International pictures solidly for a 25-day period starting April 8 as a tribute to Charles J. Feldman, general sales manager, in a windup of the company's current 18-week "Charles J. Feldman Silver Anniversary Drive," the company reports.

Feldman is marking 25 years with the company.

Says RKO Does Not Set 'Pan,' 'Hans' Terms

Grainger Answers Kirsch, Snaper on Two Films

Sales terms for Samuel Goldwyn's "Hans Christian Andersen" and Walt Disney's "Peter Pan" are not set by RKO Radio Pictures, but by the independent producers themselves, James R. Grainger, RKO Radio Pictures president, declared here yesterday. RKO Radio Pictures, he claimed, simply acts as the distribution organization.



J. R. Grainger

RKO's role in respect to the two films was outlined by Grainger at his first trade press conference since assuming the presidency about

(*Continued on page 7*)

'Oscars' Up Takes Of Four Pictures

The Academy Awards to "High Noon," "Moulin Rouge" and "Come Back, Little Sheba" have been reflected in good business for all three in the five days since the awards were made, the pictures' distributors, United Artists and Paramount, reported yesterday.

Loew's Theatres confirmed the report locally. "Moulin Rouge" in its current and sixth week at the Capitol here is running ahead of its fifth week,

(*Continued on page 7*)

A.A. World Conclave In Miami May 18-20

HOLLYWOOD, March 24.—Allied Artists' first international sales convention will be held at the Roney Plaza Hotel in Miami, Fla., May 18-20, it was announced here yesterday by president Steve Broidy. More than 150 sales executives from branch offices throughout the world are scheduled to attend.

The company's entire British sales force, including executives, managers

(*Continued on page 7*)

Personal Mention

BERNARD JACON, vice-president in charge of sales of Italian Films Export, arrived in Atlanta from New York yesterday for a week's stay.

•

MRS. JAMES E. PERKINS, wife of Paramount International's managing director in Great Britain, will leave New York for England on Friday aboard the *S.S. Queen Mary.*

•

JAMES AUTEN, manager for Fox Inter-Mountain Theatres in Longmont, Colo., was selected as "Citizen of the Year" there for his philanthropic and civic endeavors.

•

PERCY D. CORNWELL, secretary of Paramount International in Great Britain, will arrive in New York tomorrow from London aboard the *S.S. Queen Mary.*

•

CHARLES YATES, president of Yates Pictures Co., became a grandfather again yesterday with the birth of a daughter to his daughter, wife of DR. JACK BARSH.

•

HILLER INNES, assistant to RUSSELL HOLMAN, Paramount Eastern production manager, has returned here from a two-week vacation in Jamaica, B.W.I.

•

HENRY KOGEL, staff engineer of the SMPTE, and MRS. KOGEL became the parents of a boy, born at Mt. Sinai Hospital here on Monday.

•

E. S. GREGG, Westrex Corp. vice-president and general manager, has returned to New York from Hollywood.

•

SEYMOUR SCHUSSELL, Italian Films Export Eastern division manager, will arrive in Boston today from New York.

•

WILLIAM F. RODGERS, M-G-M vice-president and sales consultant, will return here today from a Florida vacation.

Reiner Abroad to Set 'Hans' Deals

Manny Reiner, foreign sales manager for Samuel Goldwyn Productions, will leave New York tomorrow by air for the Philippines on the first leg of an eight-week tour of Near East and Far East countries where he will set distribution plans for "Hans Christian Andersen." In addition to the Philippines he will visit Hong Kong, Australia, Indonesia, Singapore, Thailand, Burma, India, Pakistan, Egypt, Israel and Greece.

Following his return to New York for a brief stay, Reiner will depart for Paris and a four-month tour of the Continent.

To Permit Sunday Films

WILMINGTON, Del., March 24.—The Delaware House of Representatives has passed a bill to permit Sunday films in certain unincorporated areas.

House Committee Opens Hearings on Color TV

WASHINGTON, March 24.—House Commerce committee hearings on color television got under way here today with RCA vice-president E. W. Engstrom urging that the Federal Communications Commission authorize immediately commercial broadcasts of compatible color television, in addition to broadcasts of the CBS non-compatible system.

Engstrom said RCA felt the Commission could and should authorize this immediately, even without hearings. FCC spokesmen said they doubted the FCC would ever take so momentous a step without hearings.

NBC stands ready to start compatible color broadcasting immediately, although on a very limited service, Engstrom said. He also promised that RCA would step up production of color sets.

Committee chairman Wolverton (R., N. J.) disclosed a letter from the National Production Authority indicating that its ban on color set production would be repealed tomorrow or Thursday.

By and large, Engstrom's statement was a reaffirmation of the position taken by the company during the long FCC color TV hearings—that a non-compatible system would not work and that a compatible system should be authorized and the final decision left to the public. The implication was also there that even if the FCC reversed its stand tomorrow, it would be quite some while before color television would be broadcast or received on any wide basis.

Engstrom said RCA has "completed the basic work" on a tri-color tube for use in a color television camera, making it possible to eliminate the present three-tube camera required for compatible color TV.

Tomorrow CBS president Frank Stanton will give his company's side of the controversy.

Wis. Allied

(Continued from page 1)

ing that Wisconsin Allied is wholeheartedly behind national Allied in its stand against pre-releases.

Goldberg sounded a note of caution on 3-D, claiming that "most of us are too small to go at it too fast."

Col. William McCraw of Variety Clubs International, in addressing the convention, said he was very proud of Variety Tent No. 14 of Milwaukee in its work for the heart clinic at Marquette University.

Henderson Richey of M-G-M said his company will try to prevent any theatre from closing if possible. "Our field men," he told the meeting, "are instructed to give particular consideration to the smaller theatres." Richey also struck a note of caution on 3-D, saying there will be a lot of experiments and improvements.

Closed meeting group discussions were led by Floyd Albert for small town situations; John Schulyer, large towns; Arnold Brumm, subsequent-runs; and Ben Marcus, drive-ins.

The national Allied board of directors will open a two-day meeting here Friday.

'Off Limits' Bows Tonight in Wash.

WASHINGTON, March 24.—"Off Limits," Paramount's new Bob Hope comedy, will have its world premiere here tomorrow night at the Warner and Ambassador Theatres, with full army cooperation.

Top military and civilian personnel are expected to be on hand as a tribute to Hope for his global contributions as an entertainer for the armed forces.

Quigley to Speak

Martin Quigley, Jr., editor of *Motion Picture Herald,* is scheduled to be one of the speakers at the annual convention of the Independent Theatre Owners of Ohio, to be held at the Deshler-Wallick Hotel in Columbus, April 7 and 8. His topic will be "There Is a Future for Independent Exhibitors."

N. J. Allied

(Continued from page 1)

taking what action may be necessary. This again is an example of a 24-year old practice that long ago should have been discarded. Failure of distribution to recognize changes until forced to do so again injures the box-office."

The New Jersey unit charges that RKO's solicitation of 16 mm. accounts in schools takes place in communities where it is trying to sell "Peter Pan" at "confiscatory deals." The board claims that the New York exchange informed a certain school which is surrounded by potential theatre accounts that it could not only buy Walt Disney subjects that are not available to theatres, but at a lower cost.

"In view of Disney's deal for exhibitors," the bulletin asserts, "it is curious to note that he favors non-theatricals as against men who have made it possible for him to turn out cartoons."

New Jersey Allied also charges that RKO is soliciting 16mm. accounts for reissues.

Four Astor Releases Playing RKO Circuit

Astor Pictures has four releases on dual bills currently playing the RKO circuit in the New York area.

"Love Island," starring Eva Gabor and Paul Valentine, and "Born to the Saddle," featuring Leif Erickson and Donald Woods, opened yesterday in RKO houses in Manhattan and the Bronx. Another Astor double bill also opened yesterday on the RKO circuit in Brooklyn and Queens. "The Hidden Room," featuring Robert Newton and Sally Gray, and "The Blue Lamp," with Jack Warner and Peggy Evans.

11 Buffalo Area Drive-ins to Open

Buffalo, March 24. — All drive-ins in this area will open on Saturday, April 4, for the season. The list includes the Buffalo, Broadway, Park, Star, Skyway Lakeshore, Skyway Niagara, Delaware, Sheridan and Aero.

VC Foundation Joins With Epilepsy Group

Merger of the Committee for the Public Understanding of Epilepsy and the New York City Variety Club Foundation to Combat Epilepsy was disclosed here yesterday by William J. German, board chairman of the Foundation. The Variety Club Foundation recently was organized to raise funds and develop an integrated program to aid all phases in the treatment of epilepsy, including clinical treatment, research and public information.

The Committee, headed by Frederic F. Greenman, New York attorney, conducted an extensive public information program to provide facts about the disease. Upon merging with the Variety Club Foundation, the CPUE will contribute $10,000 to it, adding an additional $10,000 when the foundation has raised $20,000. Thereafter, annual gifts will be made in accordance with the developing needs of the Foundation.

The newly-designated board members of the Variety Club Foundation are George Brandt, Edward Fabian, Albert G. Gorson, Martin Kornbluth, Edward Lachman, Ira Meinhardt, Dr. H. Houston Merritt, Walter Reade, Jr., Herman Robbins, Fred Schwartz, Richard Walsh and German. Joining the Foundation board from the Committee are Dr. Benjamin Fine and Mrs. Arthur Rosenthal.

New WB Firm Pays First Dividend: 30c

The board of directors of the new Warner Brothers Pictures, Inc., yesterday declared its initial dividend, 30 cents a share, payable May 5 to stockholders of record on April 15.

The company pointed out here that the dividends cannot be paid to stockholders of the old Warner company until they exchange their old certificates for the stock of the new picture company and Stanley-Warner Theatres.

Luncheon to Honor Levine, Robbins

Alfred W. Schwalberg, president of Paramount Film Distributing Corp., has been named chairman of the presidents' luncheon committee of Cinema Lodge, B'nai B'rith. The luncheon, honoring Martin Levine, retiring president and serving to induct Burton E. Robbins, newly-elected president, will be held at the Hotel Astor on Wednesday, April 8 with industry leaders participating.

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"IT'S SPRINGTIME!"
"M-G-MUSIC'S IN THE AIR!"

M-G-M gaily presents

"I LOVE MELVIN"

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Take advantage of the big LOOK Magazine tie-up. See press-book for details. Launched on Ed Sullivan's nationwide TV "Toast of the Town" program. M-G-M Records get constant Disc Jockey promotion. Debbie Reynolds' personal appearances and Donald O'Connor's plugs keep America saying "I LOVE MELVIN."

M-G-M presents "I LOVE MELVIN" starring Donald O'Connor Debbie Reynolds • with Una Merkel • Richard Anderson • Allyn Joslyn • Color by Technicolor • Screen Play by George Wells Additional Dialogue by Ruth Brooks Flippen • Story by Laslo Vadnay • Directed by Don Weis • Produced by George Wells

★

M-G-M merrily offers

"SMALL TOWN GIRL"

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"Entertainment as fine as you will play this year." —*Showmen's Trade Review*. "Excellent! For all age and audience groups."—*Variety*. "Definitely BIG." —*Boxoffice*. "Typical M-G-M lavish production, talent tremendous."—*M. P. Herald*. "Gay, sprightly entertainment, spectacular dancing, laughs continuous."—*Hollywood Reporter*.

M-G-M presents Jane Powell • Farley Granger in "SMALL TOWN GIRL" • with Ann Miller • S. Z. Sakall • Robert Keith Nat King Cole • Billie Burke • Bobby Van • Color by Technicolor Screen Play by Dorothy Cooper and Dorothy Kingsley • Story by Dorothy Cooper • Music by Nicholas Brodszky • Lyrics by Leo Robin • Directed by Leslie Kardos • Produced by Joe Pasternak



NOT ONE

THREE DI

FULL LENGT



The shocking science chiller...filmed behind closed door; The

READY EARLY IN APRIL

FROM COLUMBIA

. . . GLASSES AVAILABLE

BUT TWO
MENSION
H FEATURES



FORT 77

COLOR BY TECHNICOLOR

PHOTOGRAPHED IN NATURAL VISION 3-DIMENSION

he first great outdoor epic of America in 3 Dimensions!

READY EARLY IN MAY

FROM COLUMBIA

OR EVERY DATE TAKEN!

FROM COLUMBIA

Downing

(Continued from page 1)

systems of other companies gave him a great feeling of optimism regarding the future of the industry. "Out of it all," he declared, "will come a great rainbow" for the business.

He said he was tremendously impressed by CinemaScope and certainly could visualize what it would be in the Radio City Music Hall, which has one of the largest stages for a screen in the country. Roughly, he explained, CinemaScope would offer the Hall a picture 96 feet long and 36 feet high.

Downing said that the Hall has made no commitment for CinemaScope, but is considering that process along with other systems. His aim, he explained, is to make the Hall flexible so that it can be adopted for any kind of picture that comes along.

The Music Hall president said that everyone in Hollywood was too busy with new developments to worry about home television. Downing, summarizing the thinking of studio executives, said that if the industry can give the people something TV cannot, the industry need not worry about home television. TV, he added, certainly has its place and can be utilized to the mutual benefit of both mediums as exemplified by the awards telecast.

Hollywood, he stressed, is alive with enthusiasm, hard work and a fine spirit. While there is some confusion in the light of all the new technical developments, the studios in this transition period are all working toward solutions, Downing said.

Downing said that he has set meetings with the Hall's research and engineering staff to take stock of existing facilities so that a change-over to make the Hall flexible for any process can be effected shortly. Regarding the use of polarizing glasses for patrons of the Hall, Downing said that he will not make a decision for the public. He said he agreed with the sentiments voiced by Adolph Zukor, Paramount board chairman, recently to the effect that "the public educates us. We don't educate the public."

Certainly, he added, the Music Hall will give the public what it wants, referring to 3-D which requires the use of spectacles or the many wide screen processes either on the market or under development. "We're not turning our back on any method."

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De luxe service aloft, including delicious Mainliner meals at no extra cost. Leave at 12:05 a.m., arrive the next morning. United's famous DC-6 flight, "the Hollywood," leaves at noon, arrives at 8:15 p.m. Another onestop DC-6 at 9 a.m.

UNITED AIR LINES
COMPARE THE FARE AND
YOU'LL GO BY AIR
*from New York

Warner and White In 3-D Promotion

Warner Brothers and David White Co., manufacturers of the Stereo-Realist three-dimension still camera, have set up a national promotion campaign to coincide with the national distribution date of the studio's 3-D WarnerColor motion picture, "House of Wax." This supplements an extensive Warner advertising and publicity campaign for the film.

David White will break four-color black and white ads in the following national and trade magazines, to hit the stands coincidentally with the release date of the film: *Holiday, Better Homes & Gardens, Newsweek, Time, New Yorker, Modern Photography, U. S. Camera, P. S. A. Journal, Photo Dealer, Photo Developments* and *Photographic Trade News.* The ads will also be used in counter display pieces to be distributed to camera dealers throughout the country. In addition, David White has prepared a three-dimensional counter piece in full color, featuring Vincent Price, Frank Lovejoy and Phyllis Kirk on the set of "House of Wax." Camera dealers will be notified of local playdates so they can co-operate with local theatres on mutual displays in store windows and theatre lobbies.

Brooks Writes About 3-D for the Legion

The race among film producers to reach screens first with the best in three-dimensional entertainment is embodied in the April issue of *The American Legion Magazine*, written by Walter Brooks, director of the Managers Round Table of *Motion Picture Herald.*

The article explains in lay-man's language the progress of Cinerama, the various 3-D processes and CinemaScope with a peek into the future as to what the public may expect on local theatre screens.

Amprex Shows

(Continued from page 1)

of a railroad train approaching a station were reproduced from a magnetic tape having three sound tracks. This gave both distance and direction to the sounds.

The results were effective and gave the impression that the musicians, woman and train were present in front of the viewers, as the sounds emanated from speakers stationed at three points. It is expected that the system will be available to theatres requiring stereophonic sound in connection with both panoramic and three-dimensional pictures.

A. S.

RCA Introduces New 3-D Theatre Screen

CAMDEN, N. J., March 24.—A new theatre screen featuring a silvered surface designed to meet requirements of 3-D and wide-screen systems was announced here by the theatre equipment section of the RCA Victor Division, Radio Corporation of America. It is suitable, the company said, for use with all such systems.

All Para. Films

(Continued from page 1)

feet wide, instead of 20 by 27 as in projection normally. The additional width is achieved by reducing the aperture-plate opening 10 per cent at the top and 10 per cent at the bottom for a total of 20 per cent. Freeman said nearly all standard films in the industry's backlog can stand that much reduction without loss. The only additional requirement is the substitution of a wider angle lens, which is easily and reasonably obtainable.

3-D Viewers

(Continued from page 1)

tions of ozone (a form of oxygen)," it was disclosed here jointly yesterday by Paul Raibourn, Paramount Picture vice-president, and Dr. Leon J. Warshaw, Paramount medical director. The treatment was said to take only 30 minutes and to leave no chemical odor.

The tests were made with an apparatus designed by Dr. Warshaw and built by Electro-Aire Corp. of Long Island City. Paramount has no investment in or control over distribution of the machine, but was only interested in arriving at a quick and effective sterilizing method which could be put at the industry's service, according to Raibourn. The distribution company is Steriloptics, Inc., formed by a partnership of Herman Goldstein of Electro-Aire, Joseph P. Kennedy, former U. S. Ambassador to Great Britain, and I. M. Rappaport, Baltimore exhibitor.

Raibourn and Warshaw pointed out that, with the current shortage of viewers, it was necessary to be able to reissue them, but that up to now sterilizing methods had not been effective against infections, had left objectionable odors from germicidal solutions, or "interference with optical properties of the lenses in consequence of repeated deposition of chemicals on lens surfaces." These drawbacks, it was said, have been eliminated.

"The machine," Raibourn and Warshaw said, "is intended to be placed in the lobbies of theatres where patrons may see it in operation. The glasses which have been collected from the patrons leaving the theatre are placed in one of 20 trays, each of which holds from 50 to 100 pairs. The tray is placed in the machine and the automatic time switch turned on. When the switch is on the large sign on top of the machine lights up announcing: "Viewers are now being sterilized." At the end of 30 minutes the machine shuts off automatically and the sterilized and deodorized glasses are ready for redistribution. Depending upon the kind of frames used, between 1,000 and 2,000 pairs of 3-D glasses can be treated every 30 minutes."

3-D Fight Film To Be Ready April 13

The 3-D fight film of the Rocky Marciano-Joe Walcott title bout in Chicago on April 10 will be ready for showings in major cities on April 13, producer Nathan Halpern announced here yesterday. The Embassy Theatre in New York already has booked the showing. On the West Coast, the first theatres to show the film will be the Orpheum and Downtown in Los Angeles and the Hawaii in Hollywood.

Halpern also announced yesterday that John W. Boyle, veteran Hollywood cameraman, had been engaged to shoot the fight.

National Pre-Selling

ELAINE STEWART, the starlet who played a three-minute role in "The Bad and the Beautiful," and who thereby earned star billing in her next picture, "Take the High Ground" is on the front cover of *Life's* current issue.

In a three-page story covering a visit to her family in her home town, Montclair, N. J., *Life* reports that her bosses are publicizing her as their answer to Marilyn Monroe. She worked as an usherette and cashier at a theatre in Montclair.

Also in the issue is a profile of Sam Katzman, independent producer, whose films—"though all despised by the critics—have never lost money." The author reports that Katzman is readying his first 3-D film, "Fort Ti," for early release.

•

Paramount has placed a full page ad on "The Girls of Pleasure Island" in the April issue of *Seventeen.*

In this same issue, Ed Miller, motion picture editor of *Seventeen*, reviewed "I Love Melvin," "The Magnetic Monster," "Salome," "She's Back on Broadway," and "City Beneath the Sea." He chose "Lili" as his favorite picture of the month.

•

"I Love Melvin" receives full treatment in the current issue of Look. *Debbie Reynolds, the star, decorates the front cover in full color. A three-page story on "I Love Melvin" is illustrated by scenes taken on the Hollywood set and on location here in Central Park.*

•

Frances Goldwyn's story, "I Love Watching Sam Make Movies," which appears in the April issue of *"Woman's Home Companion,"* was promoted by the use of page ads in the *N. Y. Times, Chicago Tribune, Philadelphia Bulletin, Los Angeles Times, Cleveland Press* and *San Francisco Call Bulletin.*

•

"The Desert Song" campaign is being inaugurated by Warner Brothers with a full page ad in the April issue of *Good Housekeeping.*

•

A full color ad on "Desert Legion," the new Universal-International picture, appears in the April issue of Redbook.

Also in the issue are color drawings of "Peter Pan's" Tinker Bell as she appeared on Walt Disney's drawing board from 1939 *thru* 1953.

•

Columbia's "Salome," now at the Rivoli Theatre, is represented with a page ad in color in the current issue of *Collier's.*

•

A full page ad on Warners' "The Blue Gardenia" appears in the current issue of *Quick* Magazine.

•

Clarence Brown, Hollywood director, Coronet's *guest reviewer for April, picked "Call Me Madam" and "The Glass Wall" as his choice for the best pictures of the month.*

WALTER HAAS

March is American Red Cross Month. GIVE!

AA Conclave

(Continued from page 1)

and salesmen of Associated British-Pathe, the company's distributors, will be brought over for the sessions, marking the first time, according to Broidy, that any film company has included its full British sales staff in a convention here. The British contingent will be headed by MacGregor Scott, general sales manager, and Ken Murray, secretary. V. Comer and P. Giles will attend as executive delegates from the ABC Theatre circuit. Allied Artists representatives from 50 countries will attend, Broidy said.

Norton V. Ritchey, president of the company's foreign subsidiary, will preside at the overseas sessions. The Latin-America group will be headed by Bernard J. Gates. Others from overseas will be C. G. Dickinson, United Kingdom representative, and Ernest Wettstein, Continental representative.

The domestic distribution meetings will be conducted by M. R. Goldstein, vice-president and general sales manager. Winners of the recent Morey "Razz" Goldstein 13-week billing drive will be announced at the convention. Thirty-one branch managers and three division managers will be on hand. The latter are Harold Wirthwein, Western; L. E. Goldhammer, Eastern, and James A. Prichard, Southwestern.

Studio executives who will attend include Harold Mirisch and G. Ralph Branton, vice-presidents; Walter Mirisch, executive producer; John C. Flinn, director of advertising-publicity, and Broidy.

The Eastern contingent will be comprised of Ed Morey, vice-president; Lloyd Lind, manager of exchange operations; William Satori, executive assistant to Ritchey; Harry Goldstein, Eastern publicity head; Victor Volmar, Latin-America manager; William K. Everson, foreign publicity director, Ritchey and Morey Goldstein.

'Oscars' Up Takes

(Continued from page 1)

the spurt occurring after announcement of awards, and the "High Noon"-"African Queen" combination booking in 31 Loew's houses was reported drawing exceptional business, despite adverse weather locally.

Meanwhile, sensational business was being done at theatres in Chicago by "High Noon" and "The Quiet Man" as a combination.

Five Balaban and Katz houses (the Lakeside, Covent, Maryland, Luna, and suburban Valencia), Warner Brothers' Cosmos, and the H. and E. Balaban Bryn Mawr all had holdouts every day over the weekend, and one house did more in the three days with the combination than it ordinarily does in two weeks.

In all situations, most of which the pictures had played before, business was at least twice as good as normal. An 1100-seat house in one circuit did more business last night than two outlying first neighborhood run houses in the circuit with a combined capacity of 5000 seats. On the strength of the week-end's business and the continuing strong response last night, the H. and E. Balaban circuit is booking the combination into another of its theatres, the Milford, extending the run for a second week at the Bryn Mawr, and has booked "High Noon" into the near north side Carnegie.

RKO Does Not Set Terms

(Continued from page 1)

seven weeks ago. Grainger also outlined the company's present policy on 3-D, production and releasing plans and his schedule to confer with studio and sales executives.

The RKO president said he had received complaints on "Hans Christian Andersen" and "Peter Pan" from Wilbur Snaper, president of Allied, and Jack Kirsch, president of Illinois Allied. Grainger said he informed Snaper and Kirsch that RKO acts as a distributing agency for these pictures and has nothing to do with sales policy, which is set by Goldwyn and Disney for their respective pictures. Questioned whether RKO as a distributing company is responsible for advanced admission prices advocated for "Hans Christian Andersen" by Goldwyn, Grainger said "I won't get involved in any legal questions."

Defends Goldwyn, Disney

The RKO president defended Goldwyn and Disney's right to spell out sales terms for their pictures, maintaining that "if a man puts his money into anything, he should have the right to sell" as he sees fit. He stressed that he had no bone to pick with exhibitors, but pointed out that he thought it was better if an exhibitor got 40 per cent of a good amount than 70 per cent of a much smaller box-office take. "This is a pretty good business," he added. "I don't see any exhibitors starving."

Turning to 3-D and wide-screen developments, Grainger said that RKO is watching the situation carefully, but has not drawn any conclusions. Nevertheless, he disclosed that RKO is set to get on the 3-D bandwagon with three pictures currently in production and three others slated to go before the cameras. The six films, all to be made in the Eastman color process, will also be available in the conventional form, it was added. RKO's 3-D process will be used for the six films, he added, pointing out that discussions are still going on for the use by the company of the new Norling 3-D camera.

"Louisiana Territory," an RKO Pathe documentary in 3-D, he said, has been completed. The three now in production are: "Arizona Outpost," "Son of Sinbad," and "Second Chance." The films set for production beginning April 15 are: "White Swamp," "French Line," and "Thunder in the North."

"Shot in the Arm"

Grainger called all the 3-D excitement "a shot in the arm for the industry" and said he will strive to reappraise the situation when he goes to the Coast for studio conferences in a week or 10 days. While on the Coast, he said he expects to see 20th Century-Fox's CinemaScope wide-screen process.

From now until the end of the year, RKO plans to produce 18 features, Grainger said, adding that he did not know at this time whether all will be made in the 3-D process. The company has for release from now until October, he added, 22 films, some of which are reissues.

Grainger saw his immediate role as president of the company to build enthusiasm in the organization and to obtain pictures. RKO, he explained, has gone through a period of turmoil, referring to the results of the sale and reacquisition of Howard Hughes' controlling stock interest.

Regarding any contemplated changes in personnel, Grainger said it was too early to tell, pointing out that he is still in the process of "getting acquainted." The RKO president said that he and major sales executives plan to do a lot of travelling. Charles Boasberg, general sales manager, and Edward Walton, assistant to Grainger, will begin a tour of exchanges around the country in about 10 days, he said. Alfred Crown, foreign sales manager, and Robert Wolff, managing director for the United Kingdom, he added, are due here Thursday for a three to four-week visit. Grainger said he expects to visit London and Paris this summer.

Regarding other touring plans, Grainger said that Crown is expected to make a trip to the Far East soon and a visit to South America is contemplated by R. H. Hawkinson, foreign administration manager. Grainger said that he plans to confer with Michael Havas, Latin American supervisor, in Dallas, before returning from his next Coast visit.

In response to a question, Grainger said that RKO is not contemplating any sale of its films to television. As to outside product, Grainger said that RKO is interested in distributing "pictures of quality" made by independent producers.

March is American Red Cross Month. GIVE!

D'Arcy Case

(Continued from page 1)

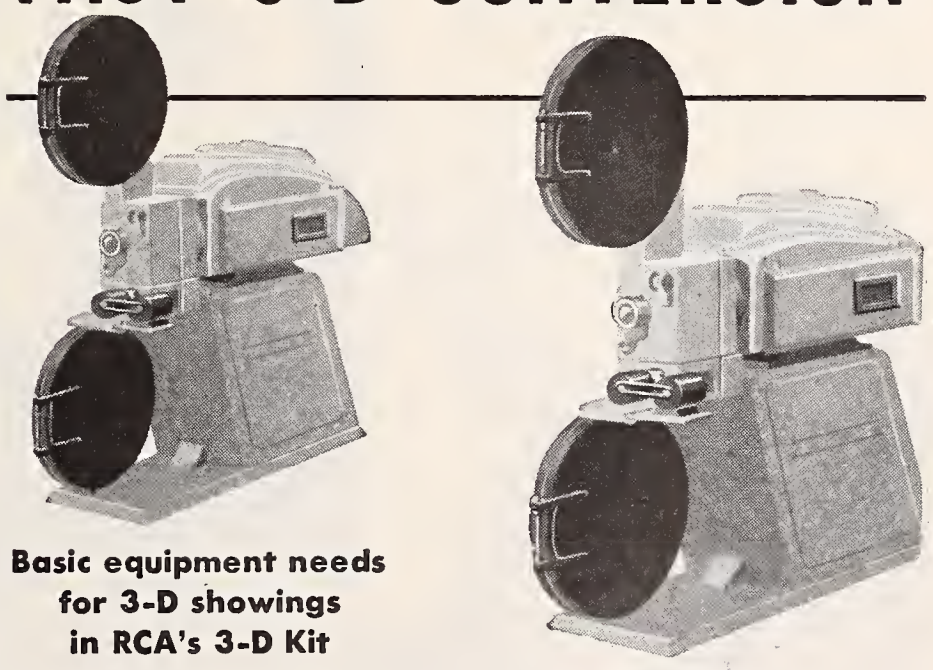
that failure of the theatre under D'Arcy management was due to his "mode of operation." He added that at the time D'Arcy leased the theatre it had been closed for years, was run down and its projection equipment unsatisfactory. He said further that success of the venture depended on quality of the pictures, exploitation, theatre condition and finances, and that D'Arcy lacked the finances to carry out the venture.

Harry C. Arthur, Jr., president of Fanchon and Marco, stated that the decision of Judge Harper fully vindicates the exhibitor defendants who refused throughout the long period from the filing of the case to the trial in September, 1951, to settle the suit. The major companies settled with D'Arcy for a sum believed to be $30,000. Shortly before trial, Arthur persisted in his refusal to join in any settlement and insisted on going to trial. He said he feels the decision of Judge Harper has confirmed that no violation had been committed.

Liberalize Sunday Vote

HARRISBURG, Pa., March 24.—Local option referenda on the showing of motion pictures on Sunday in Pennsylvania would be permitted every two years under the provisions of House Bill No. 668, introduced in the Legislature by Rep. Raymond C. Kratz. Under the present law, local option on the issue can be held only once every four years in a community.

FAST 3-D CONVERSION



Basic equipment needs for 3-D showings in RCA's 3-D Kit

Now, in a single, low-cost, quick-conversion kit, RCA supplies everything you need for easy conversion to 3-D films.

1. Two selsyn motors, the most dependable interlocking method—(with mounting plates).
2. Silent chain and sprockets for connecting motors.
3. Blowers for port filters.
4. Upper and lower 5500-foot film magazines.

These few simple items equip your present projectors to handle all three-dimension systems now in production:

Ask your RCA Dealer about RCA's 3-D Kit—and—for flawless 3-D presentations—ask him about RCA's seamless silver screen.

THEATRE EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

Your Boxoffice Can Count On "Count the Hours!"

"Engrossing entertainment! The names of Teresa Wright and Macdonald Carey are as persuasive as any a showman might want for his marquee!"
— *Motion Picture Herald*

●

"Taut, absorbing melodrama highlighted by fine acting and direction!"
— *Hollywood Reporter*

●

"Praiseworthy on every count! Tensely exciting! Will pay off handsomely if shrewdly sold!"
— *Boxoffice*





Produced by BENEDICT BOGEAUS · Directed by DON SIEGEL · Screenplay by DOANE R. HOAG and KAREN DeWOLF

RKO RADIO PICTURES

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 58 NEW YORK, U. S. A., THURSDAY, MARCH 26, 1953 TEN CENTS

CBS Plans to Mark Time On Color TV

Virtually Gives Up Fight For Own Color Process

WASHINGTON, March 25.—CBS president Frank Stanton indicated to the House Commerce Committee today that his firm would do nothing more to push its own color television system until there is a Federal Communications Commission decision on the compatible color system now being developed by an intra-industry committee.

He promised CBS would adopt any workable, practical color system, even if developed by a competitor.

CBS thereby virtually gave up its long fight to make its non-compatible process a commercial reality. Stanton had always contended that his company's color television system was superior to RCA's, which is compatible with present black and white receivers.

Manufacturers will not produce and

(*Continued on page 4*)

Upward Trend in Cleveland Prices

CLEVELAND, March 25.—There is a general move to boost downtown top theatre prices to 90 cents from the present 85-cent top. First to adopt this policy was the Stanley-Warner Allen. The theatre is also eliminating the morning 55-cent price. The scale will be 60 cents from opening to 1:00 o'clock, 80 cents to 5:00 P.M. and 85 cents to closing on weekdays and 90 cents on Saturdays. The Sunday price

(*Continued on page 4*)

Cite Possibility of N.Y.C. Ticket Tax

A New York City tax on admissions is one of the nuisance taxes being considered by Mayor Impellitteri and the city administration, plagued with financial difficulties, it was disclosed yesterday.

Other nuisance taxes suggested to raise needed funds are a charge of $60 a year for nighttime parking in the streets and a tax of one cent a glass on beer.

Strong Support for Ticket Tax Repeal

Washington, March 25. — Rep. Louis B. Heller (D., N. Y.) told the House that the Federal admission tax is having a "disastrous effect" on motion picture theatres throughout the country, forcing about 3,200 to close during the last five years and requiring many others to operate at a loss.

Urging repeal of the 20 per cent tax, Heller said "we must do everything possible to encourage the industry, to help it survive its present difficulties and to maintain its position in the American economy."

Treasury Against Tax Cuts Now

WASHINGTON, March 25. — The Treasury Department today told Congress it does not want "at this time to get less revenue from excise taxes."

The statement came from Undersecretary Marion B. Folsom as he testified before the House Ways and Means Committee on a bill to give economy brand cigarettes a lower tax rate.

Folsom repeatedly, under questioning, said the Treasury would prefer to avoid taking any stand on major tax reduction bills until it had a chance to study further the possibilities of cutting Federal spending. But he finally did come out against any excise cuts "at this time" that would involve a revenue loss. He did not indicate what the outlook was for a change in this viewpoint later.

To Honor Cole and McGee for Tax Work

DALLAS, March 25.—At the forthcoming Texas COMPO Conference, Sept. 28-30, a special luncheon will be held honoring Col. H. A. Cole and Pat McGee, "for the results already accomplished by their special attention and untiring services in the campaign to eliminate the 20 per cent admission tax," R. J. O'Donnell, executive chairman of the Conference, announced.

O'Donnell added, "I feel that the entire industry, and especially exhibition, will want to take this opportunity to honor these two men and arrangements have been made accordingly."

"This will be a resplendent affair

(*Continued on page 5*)

Demands Fight on Bidding 'Trap' at Wis. Allied Meet

By BRUCE TRINZ

MILWAUKEE, March 25.—Ben Marcus, national director of Wisconsin Allied, voiced a plea at the organization's convention, held here in conjunction with the National Drive-in meet, for theatre owners, both indoor and outdoor, to bend every effort toward working out some method of sharing film rather than being "trapped" into bidding situations.

He also expressed the opinion that there should be no discrimination by any branch of the industry against drive-ins, inasmuch as every legitimate businessman deserves an opportunity to operate his business free from unfair or illegal restraint. He said that exhibition "has won a victory (in the courts), but the shoe fits both ways," and exhibitors must be prepared to give up certain unfair advantages over their competitors to comply with the law of the land. He concluded with

(*Continued on page 4*)

Loewenstein Quits As Okla. T.O. Head

OKLAHOMA CITY, March 25.—Morris Loewenstein, long-time president of Theatre Owners of Oklahoma, submitted his resignation from that post to members of the board of the organization yesterday.

Loewenstein's resignation was an aftermath of the action of Video Independent Theatres becoming members of the recently organized Allied Theatre Owners of Oklahoma. The Video circuit of about 107 theatres comprised almost one-half the membership of Theatre Owners of Oklahoma. The latter is affiliated with

(*Continued on page 4*)

Chromatic to Color TV Coronation

WASHINGTON, March 25. — The coronation of Queen Elizabeth will be televised in color in Great Britain this summer through the facilities of Chromatic Television Laboratories, Inc., and Pye, Ltd., it was disclosed jointly by the two organizations. The Lawrence color television tube developed by Chromatic, an affiliate of Paramount Pictures Corp., will be used to display the special color television cameras developed by Pye.

Color television receivers incorporating the Lawrence color tube will be located in British hospitals and

(*Continued on page 4*)

Tells Drive-ins To Be Cautious On 3-D Systems

SMPTE President Cites Light, Screen Problems

MILWAUKEE, March 25.—Drive-in theatre owners were warned here today to proceed with caution in adopting any new 3-D or wide screen system of motion picture projection. The warning was sounded by Herbert Barnett, president of the Society of Motion Picture and Television Engineers, at the National Drive-in Convention, currently under way at the Hotel Schroeder.



Herbert Barnett

The processes currently on the market, Barnett stressed, are still not

(*Continued on page 4*)

Schenck to Explain New Magna Co. Today

Joseph M. Schenck today will explain operational details of the newly-formed Magna Theatre Corp. at a press conference here at the Sherry Netherland Hotel. Headed by Schenck, George Skouras, Arthur Hornblow, Jr., Richard Rodgers, Oscar Hammerstein, Lee Shubert and Mike Todd, the organization will combine the scientific knowledge and resources of

(*Continued on page 5*)

Chas. Green Named To Hoffman Board

Charles Green, who is contesting the management of 20th Century-Fox, has been placed on the expanded board of directors of the United States Hoffman Machinery Co. U. S. Hoffman, at its annual meeting, increased the board from 11 to 15 members which forestalled an expected proxy fight, and the broadened directorate includes six representatives of a dissident minority group.

Personal Mention

HOWARD DIETZ, M-G-M vice-president in charge of advertising-publicity, left here last night for the Coast and is due back on Monday.

•

A. W. SCHWALBERG, president of Paramount Film Distributing Corp., and JERRY PICKMAN, advertising-publicity vice-president, returned to New York yesterday from Hollywood.

•

MRS. ANTOINETTE CAPO, secretary to MILT LIVINGSTON, Universal trade press contact, has resigned and will leave her post tomorrow in preparation for motherhood.

•

WILLIAM B. ZOELLNER, M-G-M sales head for shorts and newsreels, arrived in Washington yesterday from Charlotte and scheduled to return to New York Monday.

•

ARTHUR MAYER will discuss his recent book, "Merely Colossal," at a joint meeting of the New York University book and motion picture clubs here today.

•

HERMAN LEVY, general counsel of Theatre Owners of America, and MRS. LEVY will celebrate their 22nd wedding anniversary on Saturday.

Another Award for Adolph Zukor

Adolph Zukor, chairman of the board of Paramount Pictures, who this year celebrates his 50th anniversary in motion pictures, has been named to receive a "Horatio Alger Award" from the American Schools and Colleges Association, it has been announced by Kenneth J. Beebe, president of the Alger Awards Committee.

Zukor will be honored with 10 other outstanding Americans whose life stories typify the Horatio Alger legend of opportunities in the United States. Bronze plaques will be awarded in a ceremony on April 8 at the Rainbow Room lounge at Rockefeller Center.

McCarthy on Survey

John J. McCarthy, former MPAA vice-president, has accepted a temporary assignment with the U. S. State Department to make a survey of the government's film activities in foreign countries. The survey is similar to that being made in the radio field by Ted Streibert of Station WOR here. Upon his return to New York in early June, McCarthy will announce a permanent connection.

Honor Anna Ellmer

A testimonial luncheon to Anna D. Ellmer, secretary of Loews' advertising and publicity department for nearly 40 years, who is retiring this week, was given yesterday by her co-workers and associates in the organization and elsewhere. A. U. S. Savings Bond, a testimonial scroll, and a memory book of personal photographs were presented. Greetings were extended by Loew's executives.

Young, Lupino Set Up New Releasing Company on Coast

HOLLYWOOD, March 25. — Collier Young and Ida Lupino today announced the formation of a "new national releasing setup to be known as Filmakers Releasing Organization," in which they are sole stockholders and have elected Irving H. Levin president.

They say they have a four-picture program projected, with the first to start July 1, and will have 29 exchanges headed by individuals who will be partners and investors. Other independent product will be handled also, the announcement stated.

Honor Sarnoff

David Sarnoff, chairman of the board of RCA, was honored last night as the first recipient of the Founders Award of the Institute of Radio Engineers at the annual IRE banquet at the Waldorf-Astoria. He was cited for "outstanding contributions to the radio engineering profession."

IFE's Magnani Coming

Anna Magnani, Italian film star, will pay her first visit to this country next month when she comes to New York on April 11 for the American premiere of her new film, "Bellissima."

Lippert Gets 'Bandit'

HOLLYWOOD, March 25. — Robert Lippert has acquired distribution rights to "Bandit Island."

Screenwriters Go Before House Group; Tell No New Names

LOS ANGELES, March 25. — Sylvia Richards, screenwriter, told the Un-American Affairs Committee she had been a member of the Communist Party from 1937 to 1946 and had lent her Santa Monica home to party members for meetings which she sometimes attended. The witness, who had written radio programs as well as pictures for several major studios, said she resigned from the party when she became convinced its ideas were wrong.

Earlier, former screenwriter Bart Lytton, who has been a realtor since 1948, gave an extensive account of his experiences as a writer prior to changing professions, naming several names previously named as party members.

Edward Huebsch and Joseph Springer refused to cooperate.

Pix of Norfolk, Va., Files Trust Suit

An anti-trust suit seeking $780,000 in damages has been filed in Federal Court here on behalf of the Pix Theatre of Norfolk, Va., against the eight majors. Operators of the Pix Theatre Corp. are Samuel Cummins, Max Cummins, Faith Cummins, Celia B. Cohen and Rose Chatkin.

The suit charged that in the period from May, 1945, to June, 1948, the Pix Theatre of Norfolk was discriminated against on first and subsequent-run product.

Report on

CinemaScope...

Continuing its unparalleled coverage of newest developments in the dimensional processes for motion picture exhibition—and particularly their *practical significance*—the HERALD now reports and comments further on CinemaScope . . .

in this week's issue of

MOTION PICTURE HERALD

Film Shares Touch New Highs for Year

Amusement stocks continued to show sustained strength yesterday with Paramount Pictures and Universal touching new highs for the year on fractional gains. Loew's, with a turnover for the day of 35,300 shares, was the fourth most active issue on the New York Stock Exchange but closed without a gain to remain at its high for this year, 14.

United Artists Theatre Circuit, on the strength of the announcement of formation of Magna Theatre Corp. to distribute the new wide screen production and exhibition process of Todd-AO, with which UATC heads are associated, rose $2.25 per share yesterday to $12 bid and $13 asked.

Kass to Supervise 'U's' Field Men

Herman Kass of Universal Pictures' Eastern advertising-publicity department, has been promoted to supervise and coordinate the activities of field exploitation representatives, it was announced here yesterday by Charles Simonelli, manager of the Eastern advertising-publicity department.

Kass will be under the direction of Universal's Eastern advertising-publicity department cabinet, consisting of Simonelli, Philip Gerard, Eastern publicity manager, and Jeff Livingston, Eastern advertising manager.

U.A. to Release 6 During April-May

Four new productions—"The Assassin," "That Man from Tangiers," "Rough Shoot" and "Raiders of the Seven Seas"—and a comedy reissue twin bill of the Marx Brothers and Marilyn Monroe in "Love Happy" and Abbott and Costello in "Africa Screams" will be released by United Artists during April and May, William J. Heineman, vice-president in charge of distribution, announced yesterday.

Johansen Manager Of AA in Japan

E. F. Johansen has been named manager of Allied Artists of Japan, Inc., a subsidy formed last April, Norton V. Ritchey, president of Monogram International, reports.

Johansen, who will maintain headquarters in Tokyo, is an industry veteran in the Far East.

Youngman Named

HOLLYWOOD, March 25.—The board of directors of Walt Disney Productions today announced the election Gordon E. Youngman, attorney and former director of RKO Radio Pictures board, to succeed Jonathon B. Lovelace, resigned, on the board.

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Another History-Making **FIRST** *from*

WARNER BROS.

From the studios that first successfully introduced sound to the motion picture screens of the world...

WARNERPHONIC

Heard for the first time by 500 of the nation's leading exhibitors in a series of screenings now being held in WARNER BROS. 3-DIMENSION STUDIO AUDITORIUM, in Burbank, the astounding revolutionary audio complement to

"HOUSE OF WAX"

in

WARNERCOLOR

THE FIRST ALL 3-DIMENSION FEATURE PRODUCED BY A MAJOR STUDIO

MUSIC! DIALOGUE! EFFECTS!

The richest beauty of sound comes to you in the screen's first complete electronic merger of dimension-camera and dimension-microphone in their most fully dreamed-of relations.

WARNER BROS. Pictures presents
"HOUSE OF WAX"
Photographed in NATURAL VISION 3-DIMENSION
Color by WARNERCOLOR
starring
VINCENT PRICE • FRANK LOVEJOY • PHYLLIS KIRK
CAROLYN JONES • PAUL PICERNI
Screen Play by CRANE WILBUR • Produced by BRYAN FOY • Directed by ANDRE DeTOTH

WARNERPHONIC is the wedding march of Sound *and* 3-Dimension.



WORLD PREMIERE
PARAMOUNT, N. Y., APR. 10
MAJESTIC, DALLAS
TEXAS, SAN ANTONIO
PALACE, FT. WORTH } APRIL 14
PARAMOUNT, LOS ANGELES
PARAMOUNT, HOLLYWOOD } APRIL 17
FOLLOWED IMMEDIATELY
THROUGHOUT THE UNITED STATES, CANADA
AND GREAT BRITAIN!

Bidding 'Trap'

(Continued from page 1)

a warning that the continuation of competitive bidding "could put us out of business."

Wilbur Snaper, president of national Allied, followed Marcus' speech at the afternoon session with a slashing attack against the distributors for what he termed their "arrogance and stupidity" in failing to realize that their alleged illegal practices would drive exhibitors to "extreme measures" to correct an "intolerable situation," referring to the remark last fall by the sales manager of a distributing company that Snaper was trying to drum up publicity for the national Allied convention in Chicago with his bitter denunciation of distribution policies.

Snaper pointed out that two of the things he predicted would come about unless these policies were modified have materialized: 1. The Senate Small Business Committee is going to investigate motion picture trade practices within the next couple of weeks; 2. The Attorney General has been provided with enough factual information to warrant a full-scale investigation of the distributors' trade practices.

With biting sarcasm he accused the distributors of resorting to subterfuge in placing certain pictures in the "pre-release" category and "suggesting" admission prices for the runs of those pictures. Warning the distributors that continuation of their present policies could very well force exhibition to go to the public for support in this fight instead of "washing our dirty linen in private, where it apparently achieves no results," he concluded by expressing the hope that "a year from now we can give distribution a pat on the back for trying to work with us instead of against us."

Pet Projects

The morning session of the National Drive-In Theatres and Allied Theatres of Wisconsin convention dealt mainly with two of Wisconsin Allied's pet projects, the state screening report and the performance report. After a heated discussion, during which some members, notably Mrs. Eric Brown of Plymouth, Wis., complained that the reports were too expensive and were not achieving the purposes for which they were designed, the membership voted to go along with the projects for another year.

Highly instrumental in the decision to continue with the plan for another year was Marcus' argument pointing out the advantage of local (state) evaluation of a picture's potential rather than evaluation on a national scale. He also defended the performance report, through which exhibitors are able to exchange information on how pictures are doing in other theatres, on the ground that it gives the exhibitor a better idea of what a picture is worth to him, as well as providing him with ammunition to rebut film salesmen's claims about business pictures allegedly are doing in far-flung sections of the country.

The session concluded with a summation by John Schuyler, Delft and Affiliated Theatres, of the Wisconsin group meetings held yesterday. Schuyler reported Wisconsin Allied as being opposed to all "pre-release" and "special term" pictures and avowed that the organization will fight all attempts by distributors to place films in those categories.

The address, by Herbert Barnett, SMPTE president, on 3-D, Cinerama, CinemaScope, and other new methods of film presentation, elicited many questions from the assemblage that indicated the confusion that reigns in the industry over new technological developments and their practical application.

The meeting concluded with a progress report by H. A. Cole, national co-chairman of the admissions tax repeal committee, on the campaign to repeal the Federal theatre admissions tax. Although guardedly optimistic over prospects of repeal, he warned that many states and cities are hoping to impose local admissions taxes if the Federal tax is reduced or repealed.

The convention will wind up tomorrow with committee reports, election of officers of Wisconsin Allied, a full convention session, and an all-industry banquet.

Review

"By the Light of the Silvery Moon"

(Warner Brothers)

WARNER BROTHERS has combined the box-office formula of "On Moonlight Bay" to bring forth a sentimental musical which should sell as many tickets as its highly successful predecessor.

Booth Tarkington's "Penrod" stories, with the hero, heroine and pesky little brother carrying on their wholesome, unsophisticated lives in that small town atmosphere that everyone would like to have been raised in. The characterizations and the names of the characters are the same as those in "On Moonlight Bay." Although the company states this is not a sequel, "Silvery Moon" appears to be directly fashioned from "Bay." Of course none of this comparison can be considered derogatory in view of the success of the first picture.

Like so many nostalgic musicals, it is filled with a lot of good old corn. Moon and June, girl and boy, love and sorrow, all come in for their share of treatment in this Technicolor charmer. It's the type of picture that allows your audience to just sit back, relax and enjoy the proceedings.

When Doris Day and Gordon MacRae begin to croon those familiar old tunes, it proves contagious. Even most of the audience at the New York trade showing were humming and swaying during the musical section of the film.

On the debit side there is the slight fact that the vehicle does not quite carry the weight of its length; William Jacobs, the producer, has provided a few obviously unrealistic sets for some of the numbers, and director David Butler, in what appears to be an attempt to maintain the "Penrod" atmosphere, adds a dream sequence by the young brother which is highly contrived.

But all in all, Miss Day, as the girl next door who is forced to delay her marriage to the boy next door, MacRae (who has returned from World War I with a sense of responsibility) and the entire family are quite entertaining. The obstacles of young love, the suspicions of the family, and the overactive imagination of a 12-year-old take up most of the time in a pleasant, unassuming way.

Others in the cast are Leon Ames, Rosemary DeCamp, Billy Gray, Mary Wickes, Russell Arms, Maria Palmer, Howard Wendell, Walter Flannery, Geraldine Wall, John Maxwell and Carol Forman.

Running time, 102 minutes. General audience classification. Release date, May 2.

Color TV

(Continued from page 1)

the public will not buy sets for CBS color so long as there is a possibility of early approval of a compatible color system, Stanton said. For CBS to go ahead with broadcasting its color system or producing sets for its system would, under these circumstances, be "tilting at windmills," the Committee was told.

Stanton urged the persons working on the new system to take their plan to the FCC as soon as possible, so that "the air can be cleared at the earliest possible date."

Meanwhile, a government interagency committe approved today a recommendation to end the government's materials controls over color TV set production. The formal order lifting the color set ban is expected tomorrow or Friday.

Loewenstein

(Continued from page 1)

the Theatre Owners of America and Loewenstein is a member of the TOA executive board. The new Oklahoma Allied is affiliated with Allied States Association.

Exhibitor Veteran

Loewenstein, who operates the Majestic Theatre here, is a veteran in exhibitor organization work and has been active in opposing theatre taxation measures locally and nationally. The annual convention of TOO is scheduled for May 11 and 12, at which time, it is expected, a successor to Loewenstein will be elected if his resignation is accepted by the board.

Coronation

(Continued from page 1)

other public places for the event. It will be the first showing of the Lawrence tube in Great Britain. The tube already has been widely demonstrated in New York and at Chromatic's laboratory in Oakland, Cal., it was stated by Richard Hodgson, president.

Pye, Ltd., which joined with Chromatic in this demonstration, is one of the leading television manufacturers in Great Britain. Its black and white television cameras and studio equipment are used by both U. S. television broadcasters and the B.B.C.

Tennessee Lops Tax

NASHVILLE, March 25.—Senate Bill No. 58 and a companion House bill, providing for the exemption of film rentals and transcriptions from the two per cent Tennessee state sales tax has been passed.

March Is American Red Cross Month. GIVE!

Tells Drive-ins

(Continued from page 1)

fully developed and their adaptability to drive-in operation poses complex problems. "It's still the difference between the engineer's model and the automobile in production. In between there must always be a vital try-out on the proving grounds," he maintained.

However, Barnett welcomed the advent of the new 3-D and wide-screen systems as "a good sign of rejuvenation in the film business." The public, which has been seeing a lot of small-screen television, has reacted in a mildly crazy way at the prospect of something visually new and big and exciting," the SMPTE president observed.

The practical limitations to the use of 3-D in the large drive-in theatre were enumerated as follows by Barnett: Metallizing the present outdoor screen without obtaining a checkerboard appearance and the effective area of viewing would be reduced markedly due to lighting and other problems. As to wide-screen processes such as Cinerama, Barnett said the cost of installing Cinerama and the re-vamping of the car area would seem to warrant the building of special drive-ins for this system. Twentieth Century-Fox's CinemaScope process, he said, is an unknown potential for drive-ins due to what he called a scarcity of information on such aspects as light output and screen brightness.

Hearty Acceptance

Barnett credited the public's hearty acceptance of 3-D and wide-screen processes to factors of time, technical advances since the war and the novelty of home television wearing thin.

Declared Barnett: "Millions of wandering theatre customers are showing a willingness to return and be forgiven." He warned, however, that the business of showing good programs in good theatres was always basically sound, adding that no one should dream that "3-D will long support just any kind of picture in just any kind of theatre."

The SMPTE president also outlined the principles and some technical limitations of many 3-D and wide-screen systems. He informed his audience that the SMPTE is working hard on standards for stereo projection. A draft of such standards, he added, has already been completed and instructions for projectionists are being written. Nearing completion is an illustrated report on the basic principles and applications of the new processes, he stated.

Barnett said he could safely predict that 3-D films without polarizing viewers are too far away to concern those attending the convention, pointing out that the obstacles to be overcome are enormously complex.

Upward Trend

(Continued from page 1)

will be 90 cents at all times.

It is understood that the Hippodrome will initiate the same scale at the close of the present advanced price engagement of "Hans Christian Andersen," and Loew's houses will fall in line after the run of "Moulin Rouge" at the State, now playing at $1.25 top. The RKO Palace and Tower are also considering the five-cent boost.

New 3-D Glasses to Be Handled by NTS

National Theatre Supply has been appointed country-wide dealer for Magic-Vuers, a new type of patented polarized glasses for three-dimensional motion pictures. The announcement was made here by Arch Oboler, whose "Bwana Devil" was the first feature in 3-D. Oboler, the main stockholder in Magic-Vuers, Inc., has exclusive distribution rights to the polarized glasses, which the Polacoat Company of Cincinnati manufactures for Depth Viewers, Inc.

John Dreyer, president of Depth Viewers and Polacoat, is the inventor of the polarizing material used in making Magic-Vuers. The product will soon be available through the 29 branches of National Theatre Supply throughout the United States, according to president W. E. Green and vice-president W. J. Turnbull, who concluded the deal with Oboler.

New Magna Co.

(*Continued from page* 1)

the American Optical Co. with a group of Hollywood and Broadway showmen.

This alliance has resulted in the development of the Todd-AO process, which employs only one strip of film and one projector, without the necessity of extensive theatre alterations or the use of glasses, the company announced. It was developed by Dr. Brian O'Brien, director of the Institute of Optics at the University of Rochester.

The board of directors includes Schenck, Rodgers, Hammerstein, Edward Small, Charles Seligson and Judge James M. Landis. Skouras is president and Schenck is chairman of the board. Hornblow is vice-president in charge of production.

A limited number of musicals will be produced, of which two or three will be distributed by Magna.

Geo. Waldman Heads Polalite Sales Here

George J. Waldman has been named Metropolitan sales manager for the Polalite 3-D glasses by Bonded Film Distributors, affiliate of National Film Service and distributor of the viewers in the New York exchange area.

'Giant' Three-D Display for 'Wax'

In line with its expanded national promotion plans on "House of Wax," three-dimensional film in Natural Vision, Warner Brothers has made available a "giant" lobby set-piece which is said to present an actual three-dimensional effect. The display is seven feet high and five feet wide.

Col. Sets Film in 3-D, Standard

HOLLYWOOD, March 25. — Columbia today announced "Renegade Canyon," in Technicolor, which starts April 1, will be filmed in both standard and 3-D form, with the standard form containing a "number of additional closeups" and the "studio expects in this manner to be able to service the whole exhibition field while the critical period of conversion is in progress."

Asides & Interludes

—by James Cunningham

COMPARATIVELY FEW gadgets have done more to promote the ulcer business in this business than the recent appearance of 3-D. Ask Spyros Skouras.

The industry's "Minute-Men" heard about Smell-A-Scope, Vice-Arama, Pin-O-Fore, Depth-A-Rama, Smokey-Scope, Usual Vision, etc., and immediately started roaring like Si Seadler's pugnacious Leo the Lion, for standardization.

The "Minute-Men" believe they have a problem, what with half-a-dozen different 3-D'ers distracting, disrupting and disturbing the otherwise tranquil (???) affairs of the conduct of office. "Standardization of 3-D!" is the cry.

Remember when, in the late 1920's Warners insisted that sound on a record —a platter or disc—was best for the new sound movies? And other companies, led by Fox Film, held out for a sound track on the film? To make it more confusing, the industry was invaded by non-synchronous devices —turn tables—which provided fine music for the otherwise silent pictures. Well, the stampede was on and there were more devices—synchronous and non-synchronous—than you could shake an ulcer at. And the "Minute Men" of those days had such a conglomeration of different systems to choose from that they were whirling faster than the turntables. Now you have only a few 3-D systems. Here's what were advertised in the trade papers back in early sound days:

AMPLION, AMPLIPHONE, AMPLITONE, AUDIPHONE, AUDITONE, BELTONE, BESTOPHONE, BIOPHONE, BRISTOLPHONE, CREATONE, DRAMAPHONE, ELEC-TRO-FONE, ELECTONE, ELECTRA-PHONE, FETTIFONE, FILM-FONE, FILM-O-FONE, FILM SPEAKER, FONOFON, FOTO-VOICE, GENNET SYNCHRONIZER, GOETZ MOVIEPHONE, HALGROPHONE, KEYSTONE, KINOPLAY, KINETONE, LIFETONE, LINCROPHONE, MAGNAPHONE MELLAPHONE, MILTON, MOTIO-TONE, MOVIEPHONE, MOVIETONE, MULTIPHONE, MUSICTONE, NEW MERRITTTONE, NOROPHONE, OLIVER REPRODUCER, ORCHESTRAPHONE, ORCHESTROPE, ORO-TONE, PEERLESS-TONE, PERFECTONE, PHONODISC, PHONOFILM, PHOTO-TAKER, PHOTOPHONE, PHOTOTONE, PICTURE-FONE, PORTELL-PHONE, POWERS CINEMAPHONE, Q-PHONE, RADIOPHONE, RADIOTONE, RENIER, RESCO, ROYAL AMPLITONE, ROYALTONE, SIMPLIMUS, SPEAK-O-PHONE, STAMPER, STAN-A-PHONE, SUPER SOUND, SUPERTONE, SYNCRODISK, SYNCHROPHONE, SYNCROTONE, TALK-A-PHONE, TALKAFILM, TONE-O-GRAPH, TRUTONE, ULTRAPHONE, VITAPHONE, VITATONE, VOCAPHONE, WESTERN ELECTRIC, WILVERPHONE, and—we're all out of breath, WONDERPHONE.

☆ ☆ ☆

Two theatre audiences had thrilling experiences that were not on the screen Sunday night during tornadoes in the Memphis area.

More than 150 patrons in the Palace Theatre, Newberen, Tenn., were thrown into a near-panic when the roof of a nearby building was blown across the Palace Entrance. The marquee crashed down and the roof was partly destroyed. Patrons found other exits, but quickly.

Patrons at the Bessemer Drive-in, near Florence, Ala., saw a tiny but powerful twister dip between them and the movie screen before it battered a nearby airport.

☆ ☆ ☆

An upstart, one David Wark Griffith, was having salary and contract trouble with J. J. Kennedy and the old Biograph outfit in the early years of The Cinema. Griffith, it seems, wanted 10 per cent of Biograph's profits. Kennedy would not agree, but promised Griffith that he would be the man to make "big $50,000 pictures," in the time to come. In one reel.

Gossip of Griffith's discontent got about. Adolph Zukor, the feature-minded, was enthusiastically interested in Griffith's ideas. He offered "D.W." a salary of $50,000 a year to direct for Famous Players.

To the amazement of Daniel Frohman and Zukor's other associates, Griffith had the colossal nerve to reject the offer. To the relief of Daniel Frohman and Zukor's associates, Griffith rejected an offer which Famous Players could not meet. Famous Players then did not have $50,000.

☆ ☆ ☆

Wall Street Journal reports a Loew's, Inc. stockholder wrote management: "It appears strange that our company requires the services of 12 vice-presidents, whereas the United States seems to survive with but one."

That's carrying criticism of vice-presidents too far. Almost as far as that John O'Brien, reportedly an Irishman, who, the other day, wrote an article in *The Sign,* quoting John Nance Garner as describing a vice-president as being "a figure of slight importance with a title of great impressiveness—a spare tire."

O'Brien, the old meany, got real rough when he put into print the words of ol' Thomas Marshall, a U. S. "veepee," who said, "The vice-president is like a man in a cataleptic state; he cannot speak; he cannot move; he suffers no pain; and yet he is perfectly conscious of everything that is going on around him."

We know some film company vice-presidents who are not in a cataleptic state, who can speak, who can move, who suffer no pain (well, not much), and who are nearly conscious of everything that is going on around them.

Harold L. Groves, 49 Copyright Prober

Harold L. Groves, 49, died at University Hospital here Tuesday night after a lingering illness.

Groves had been identified with copyright and fraud investigations for the motion picture industry since he first entered the service of the New York Film Board of Trade 27 years ago. In 1927 he joined the Copyright Protection Bureau, handling copyright infringement investigations for major distributors. There he was associated until 1945 with Edward A. Sargoy and Joseph L. Stein, distributor attorneys, and with Jack H. Levin, who directed investigational operations.

Groves left with Levin in 1945 to organize Confidential Reports, Inc., becoming national field director. Groves was made executive vice-president in charge of its entire operation in 1951. Over a year ago, he became president and general manager of Hargroves National Service System, Inc., and All States Field Service, Inc.

Groves is survived by his widow, Florence; a daughter, Linda; a son, Sandy; his mother, Sarah; a brother and five sisters.

Services will be held at Riverside Memorial Chapel at 2:15 today.

Cole and McGee

(*Continued from page* 1)

with approximately 2,000 in attendance, in a joint conclave with the International Drive-In Theatre Owners Association. Both national TOA and Allied will be asked to participate in this honoring event," a Texas COMPO statement disclosed.

O'Donnell has agreed to serve as toastmaster for the Conference banquet, master-of-ceremonies for the luncheons, and to preside at all meetings for the three-day sessions.

Edward H. Rowley, president, Rowley United Theatres; H. J. Griffith, president, Theatre Enterprises; Claude Ezell, president, Ezell and Associates; Phil Isley, president, Isley Theatres, and Julius Gordon, president, Jefferson Amusement Co., each will preside for half an hour as relief for O'Donnell during the sessions.

All circuits in the Southwest will hold their managers' conventions in conjunction with the COMPO Conference.

Ramsdell to Meet Press Here Monday

WORCESTER, Mass., March 25.—Floyd A. Ramsdell, president of Stereo Corp., manufacturer of stereoscopic motion picture equipment, will hold a screening and press conference at the Hotel Gotham in New York on Monday, at which he will demonstrate some problems in the making of 3-D films and their relation to equipment developed by his company.

Rites for Mrs. Dervin

BOSTON, March 25.—Services were held for Mrs. Bridget J. Dervin of Dedham, mother of John J. Dervin of Stratford Pictures in New York and Francis Dervin, Republic Pictures district manager here, at St. Mary's Church in that city. She died on Sunday.

March is American Red Cross Month. GIVE!

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LANDSLIDE IN NASHVILLE WORLD PREMIERE AND EVERYWHERE IN 300-THEATRE SOUTHERN SATURATION BOOKING!



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 59 NEW YORK, U. S. A., FRIDAY, MARCH 27, 1953 TEN CENTS

Set Roadshow Policy for Magna Process

UATC Houses to Be Used; Select Rivoli for N. Y.

By MURRAY HOROWITZ

Plans to roadshow the new Magna 65 mm. wide screen film process in the New York Rivoli and from 24 to 28 situations throughout the country in 1954 were outlined here yesterday by Joseph M. Schenck and Michael Todd, two of the principals in the Magna Theatre Corp.



Joseph Schenck

The system, as described by the principals, will initially use special 65 mm. wide angle cameras and projectors, employing a single film strip in one pro-

(Continued on page 7)

WarnerPhonic in Fox Coast Houses

Los Angeles, March 26.—Fox West Coast Theatres has acquired WarnerPhonic sound equipment for all of its Coast-girdling houses and is rushing installations to permit the earliest possible playing of "House of Wax," Warner's Natural Vision three-dimensional film in WarnerColor and WarnerPhonic.

Because West Coast Theatres has been able to obtain only 12 reproducers to date, the circuit will relay

(Continued on page 7)

Video Circuit to Remain in T.O.O.

Oklahoma City, March 26.—Despite its membership in the new Allied Theatre Owners of Oklahoma, the Video Independent circuit has pledged its continued support to Theatre Owners of Oklahoma.

Nevertheless, Morris Loewenstein said today his resignation as president of T.O.O. still stands because he

(Continued on page 7)

'Ike' to Move on Double Taxation

Washington, March 26. — President Eisenhower said he would send to Congress in the next day or so a proposal for a Presidential commission to study Federal-state relations in taxation and other fields. The idea of the study commission was agreed on at a recent White House conference of Administration officials, state governors and Congressional leaders.

Reelect Goldberg Wis. Allied Head

Milwaukee, March 26.—At the morning session of the third and last day of the Wisconsin Allied convention here today S. J. Goldberg of this city was reelected president for 1953.

Others reelected were: Oliver Trampe, Cudahy, treasurer, and Ben Marcus, Milwaukee, representative to national Allied. Russell Leddy, Green Bay, and Ed Johnson, Milwaukee, were elected vice-president and secretary, respectively.

The board of directors, increased from 13 to 14 to give representation to several Northern Wisconsin Counties recently transferred into the Milwaukee exchange area, includes J. Goderski, A. Provinzano, F. J. McWilliams, Russell Leddy, John P. Adler, Floyd Albert, John O'Connor,

(Continued on page 7)

'52 UPT Earnings Put at $6,961,113; Current Profits Up

United Paramount Theatres' consolidated net profit for 1952 was $6,961,113, including earnings of $5,613,626 from operations and $1,347,487 from capital gains, Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc., disclosed to stockholders yesterday in his annual report.

These earnings, it was stated, compare with earnings in 1951 of $10,705,011, consisting of $6,702,421 from operations and $4,002,590 from capital gains.

However, an upturn in revenues was noted in the current fourth quarter. For the first time in over three years of operations, Goldenson reported, profits in the current quarter exceeded those for the same quarter

(Continued on page 8)

Bill Would Tighten Md. Censorship Law

Baltimore, March 26.—A bill to extend authority of the three-member Maryland Board of Censors and to tighten the censorship law is ready for introduction in the Maryland General Assembly, now in session.

The tighter censorship bill has the approval of the censor board chairman, Sydney Traub.

The word "profane" would be added

(Continued on page 8)

Revenue Trend Of 20th-Fox Upward in '53

Skouras Tells 'Holders 'Future Very Promising'

Citing a 17.6 per cent increase in film rentals during the first 10 weeks of 1953 over the corresponding period a year ago, together with the impending advent of CinemaScope, Spyros P. Skouras, 20th Century-Fox president, told company stockholders in a message released yesterday: "We feel that we are on the threshold of a new era."



Spyros Skouras

The increase in early 1953 receipts, Skouras's message disclosed, continues a trend

(Continued on page 3)

20th-Fox 1952 Net Profit $4,747,587

Consolidated net earnings of 20th Century-Fox and subsidiaries for 1952 amounted to $4,747,587, included in which is $1,491,715 of net earnings of domestic theatre subsidiaries for the 39 weeks prior to their divorcement last Sept. 27.

Also included is a special credit of $1,077,755 arising from a change of accounting procedure at the time of

(Continued on page 3)

Green Puts His 20th-Fox Proxy Battle in the Open

By AL STEEN

What started out to be a conventional and professional speech on the "Whys and Wherefores of Proxy Fights" in general resulted in a concentrated symposium on 20th Century-Fox in particular at the regular meeting of the Customers Brokers Association here yesterday, with Charles Green the key figure in the lively, and sometimes heated, discussions.

Green, who is known to be blueprinting a proxy fight for the control of 20th-Fox, declared at the outset of the meeting, which was held at Schwartz' Restaurant on Broad St., that he did not intend to enter into that subject at any time. But before the meeting broke up, Green revealed, among other things, (1) that a proxy letter outlining his attack on the company would be filed with the Securities and Exchange Commission next week, (2) that he has prepared a list

(Continued on page 3)

MPAA Meet Off Till Johnston Returns

The annual meeting of the board of Motion Picture Association of America, originally scheduled to be held here on Monday, will be postponed to late April because of the absence of Eric Johnston, MPAA president, from the country. Johnston is expected back from his current European trip about April 20. New date for the annual meeting is expected to be about that time.

New Lab. Association Meets on April 20

The newly-formed Association of Cinema Laboratories will have its first meeting of charter members and other laboratory men on April 20 in the conference room of the Motion Picture Association of America headquarters here.

Plans will be set for a national meeting which will be held at the conclusion of the Society of Motion Picture and Television Engineers convention in Hollywood during the week of April 27.

Personal Mention

WILLIAM GOETZ, Universal production head, will arrive here from the Coast on Monday.

•

HAL BOKAR, son of BILL BOKAR, manager of the University Theatre in Cleveland, and recently returned from Army service, has gone to the Coast to continue pre-induction film activities there.

•

HERMAN LEVINE, Philadelphia real estate head of Stanley-Warner Theatres, became a grandfather for the second time when his daughter, MRS. ERNEST PINTER, gave birth to a girl.

•

LEONARD SPINRAD, motion picture business advisor, has been appointed consultant on entertainment motion pictures to the Bicentennial Committee of Columbia University.

•

IRVING SOCHIN, Universal short subject sales manager, is in Washington and will return to New York today. On Monday he will be in Boston.

•

DR. LEANDRO FORNO, director of Italian-language publicity for Italian Films Export, will fly to Rome from here tomorrow for an extended stay.

•

NED CLARK, Walt Disney Productions foreign sales manager, returned to New York yesterday from an eight-week European tour.

•

WILLIAM WYLER, Paramount producer, and ROBERT SWINK, film editor, have arrived in New York from Italy en route to the Coast tomorrow.

•

ROBERT DORFMAN, Walt Disney Productions exploitation representative, has returned to New York after 10 weeks in the field.

•

BERNARD LEWIS, Italian Films Export manager of exploitation and exhibitor relations, is in Philadelphia from here.

•

SPYROS SKOURAS, 20th Century-Fox president, and AL LICHTMAN, head of distribution, will arrive here from the Coast today.

•

IKE KATZ, president of the Kay Exchange, Atlanta, has returned there from his New Orleans branch.

•

JEROME M. EVANS, Universal home office promotion representative, is in Cincinnati from New York.

•

ARTHUR C. BROMBERG, president of Monogram Southern exchanges, has left Atlanta for Mobile.

$9,800 for 'Salome'

Despite severely inclement weather, the first day's gross of "Salome" at the New York Rivoli Theatre hit a very high $9,800, it is understood.

Overseas Problems on 'Bwana' Solved: Picker

The many problems involving the showing of "Bwana Devil" overseas have been "licked" and the picture is breaking all records in those places where it is now showing, according to Arnold Picker, vice-president of United Artists in charge of foreign distribution. Picker recently returned from Europe on a trip in connection with the three-dimensional picture.

Picker explained here yesterday that exhibitors abroad had the same problems as those in this country in regard to equipment and projection, plus other "headaches," such as import obstacles, licenses and the funds to pay for them. Permanent type glasses are being used in England and Scotland, while both throwaways and permanents are utilized on the Continent, he said. Rental prices on the permanents average seven cents per show per patron in U. S, money. In some places, the cost of the viewers is added to the admission price, he said.

Superimposed titles for "Bwana Devil" in various languages were prepared by the Titra company in New York. Picker said that the titles had to be printed on both film strips, as it was found that they could not be read when printed on only one copy. All prints for overseas distribution are being shipped from New York because overseas laboratories are not yet equipped to handle them.

The first foreign exhibition of "Bwana" was in San Juan, P. R., on March 16, followed by four openings in London, Leeds, Birmingham and Glasgow. In each place, Picker said, attendance records were shattered.

The film also has opened in Johannesburg, South Africa, where, according to Picker, all records in the history of the city were broken. Exhibitors from all parts of Europe flew to London for the premiere.

During April, "Bwana Devil" is slated to open in Belgium, France, Switzerland, Sweden, Holland, Australia, New Zealand, Mexico, Venezuela, Peru, Panama, Uruguay, Colombia, Cuba, Hongkong and Singapore. Subsequent openings have been set for Germany, Italy, Norway, Syria, Spain, Portugal, Denmark, India and Japan. Picker said that distribution throughout the world would be complete by mid-May.

Picker declared that the interest in 3-D by both public and exhibitors was as great overseas as it is here and, like the situation here, there is just as much confusion. Glasses for overseas exhibition, he said, come from Polarizer, Ltd., a franchised company of the Polaroid Corp. of America. The glasses now are in short supply, but there are enough to meet current bookings, he said.

Charles Chaplin's "Limelight," Picker said, is proving to be one of the biggest American grossing pictures of all time in the foreign market.

Sun Visors on Cars Cut 75% of Drive-in Vision

DALLAS, March 26.—Sun visors on automobiles cut off 75 per cent of the screen to drive-in patrons sitting in the back seat of a car when they are not the adjustable type.

This was reported by Claude Ezell, president of Ezell and Associates and founder and organizer of the International Drive-in Theatre Owners Association, in announcing the results of a second drive-in survey conducted by Paul Short for the Drive-in Association. The first survey dealt with the tinted windshield problem.

The visor problem is becoming increasingly burdensome to drive-in theatre managers, the survey revealed. Patrons, visor manufacturers and car dealers were tabulated in the survey.

It is also disclosed that only two of seven major manufacturers of sun visors make them adjustable; the other five are of the stationary, non-adjustable type.

Short stated that he felt reasonably certain there would not be too much difficulty in persuading the five manufacturers to change their equipment so that it will be adjustable.

Ezell stated that drive-in theatre problems in the Southwest are mounting. "Good public relations programs and good advertising and publicity campaigns can be of inestimable value," he said.

The entire project of the sun visor will be included by Ezell in his keynote address before the forthcoming Texas Drive-in Theatre Owners Association convention, April 14-15.

Tribute to Holland On His Retirement

Representatives of local theatres, distributing companies, newspapers, advertising agencies, and the Lambs Club gave a testimonial dinner last night to Joseph Holland, amusements advertising manager of the New York *Journal-American,* on the occasion of his retirement after 20 years on the publication. The affair was held in the Hotel Warwick.

Among the speakers were William Randolph Hearst, Jr.; Paul Schoenstein, city editor of the *Journal-American;* Ernest Emerling of Loew's; Paul Lazarus, Jr., of Columbia; Si Seadler of M-G-M, and Maurice Bergman of Universal. Holland was presented with a Rolliflex camera.

$2,733,915 from Canada in 1952

Ottawa, March 26. — The Canadian government reports $2,733,915 was paid out for film imports from the U.S. last year, of which $1,776,940 was paid for film prints, and some $257,935 for film rentals. The nature of the balance of expenditures was not identified.

Name Fund-raising Group for Epilepsy

A film industry fund-raising committee of the Variety Club Foundation to Combat Epilepsy was announced yesterday at a meeting of the New York Tent at the Hotel Piccadilly. The committee includes: Leon Bamberger, Robert S. Benjamin, Alfred Daff, Emil Friedlander, Leonard Goldenson, Sidney Kramer, Jack Mara, Burt Robbins and Max Youngstein. On Tuesday William J. German, board chairman of the foundation, announced the merger of his group with the Committee for the Public Understanding of Epilepsy.

I.F.E. Production At N.Y. Bryant

The recently remodelled Bryant Theatre here, will inaugurate a new first-run policy of presenting specialized motion pictures with the premiere on Saturday, April 4, of the Italian version of "The Little World of Don Camillo." The picture will be shown with English sub-titles. I.F.E. Releasing Corp. is the distributor.

NEW YORK THEATRES

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Rockefeller Center
DORIS DAY • GORDON MacRAE
"BY THE LIGHT OF THE SILVERY MOON"
Color by Technicolor — A Warner Bros. Picture
Plus The Music Hall's Great Easter Stage Show

"I Confess" ALFRED HITCHCOCK'S
STARRING MONTGOMERY CLIFT ANNE BAXTER
in Person Miss PATTI PAGE BOBBY SARGENT CLARK BROTHERS EXTRA JERRY WALD AND HIS ORCHESTRA
PARAMOUNT TIMES SQUARE Midnight Feature

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Ban on Color Television Lifted by NPA

By J. A. OTTEN

WASHINGTON, March 26. — The National Production Authority today officially ended its ban on color television set production for home use.

NPA Administrator McCoy announced the action in a letter to House Commerce Committee Chairman Wolverton (R., N. J.). Wolverton read the letter as the Committee continued its hearings on color television.

Richard Hodgson, president of Chromatic Television Laboratories, a Paramount affiliate, agreed with Wolverton that the NPA action brought nearer the day when color TV would be available, but that this possibility still must wait on action by the Federal Communications Commission on the new compatible color system being developed by the National Television System Committee.

Hodgson told the Committee he felt the FCC should not approve the new system without hearings, but that he hoped that hearings could be held and a decision made by the end of the year.

Chromatic's Lawrence tri-color tube has now been developed to the point where it receives high quality black-and-white signals and also color on either the CBS or NTSC systems, Hodgson said. He stated the company was ready to mass-produce the tubes and believed that the tube could be mass-produced and sold to set manufacturers "for only about $25 to $35 more than the cost of a black-and-white tube of equal size."

Later, Dr. Allen B. Dumont, president of DuMont Laboratories, told the Commerce Committee that he felt no good, marketable color telcvision system was ready and that "it will be many years before the industry will be in a position to broadcast color TV."

He said he believed the system now being developed by the industry committee did not produce a clear enough picture, was not simple enough, and was not cheap enough.

See CinemaScope On Any Size Screen

HOLLYWOOD, March 26. — Robert O'Donnell of the Interstate Circuit and John Balaban, head of Balaban and Katz, Chicago, after witnessing a demonstration of CinemaScope on a 21-foot wide screen in Darryl Zanuck's private projection room at the studio, pronounced the system fully practicable for all size theatres. This was the first showing on a screen smaller than the 65-foot installation on the studio sound stage where, according to the company, nearly 12,000 people have seen the process in 37 demonstrations in the past nine days.

Balaban said in part, "This was proof that spectacular elements are just as intense on this comparatively minute screen as on a screen that covers the wall of a giant sound stage, and that CinemaScope is adaptable to any size screen." O'Donnell said, "This is ultimate proof that CinemaScope is adaptable to any size theatre."

20th-Fox Proxy Battle

(*Continued from page* 1)

of new directors for the company if he should get control, (3) that the presidency had been offered to Darryl Zanuck if control is obtained and (4) that he had had several meetings with Spyros Skouras, president, here and with Zanuck on the Coast.

Green was more or less drawn into his revelations by his audience. In the beginning, he traced his experiences in gaining control of the Twin City Rapid Transit Co., which he later relinquished through the sale of his stock, and the Whelan-United Cigar Stores Corp. But his listeners, who had been attracted to the session solely in the belief that Green would "tell all" on his reported contest with the 20th-Fox management, insisted that he answer questions. Before going into his address on the subject assigned to him, Green asserted that he never officially had said he was planning a proxy fight with 20th. He said all such information had emanated from the press. And he added that he still would make no official statement. But a few minutes later he said there definitely would be a proxy fight. He pointed out that in the Whelan-United Cigar controversy he had not looked for a proxy fight but had preferred a compromise. When asked if he had tried to compromise with the 20th-Fox management, Green replied that he had tried many times but added he wanted to make no further comment.

Green was asked if there was any justification for his attack on the film company, in view of the fact that 20th-Fox had paid dividends regularly and that the stock had risen from approximately 10½ to 19 in a matter of months, with Green profiting on his holdings to that extent. He replied that all such questions would be answered in his proxy letter. He said he had had nothing to do with the stock rise, despite reports that he had. He criticized the company management in regard to the financial statement which, he said, did not include the consolidated foreign earnings. Even though the foreign revenue may not have been sent over, he said the money was still on the other side of the ocean and that information about it should be included.

Pressed on Details

When pressed further on details of his plans, Green said his audience could expect many surprises. He admitted he had been buying 20th-Fox stock this year but declined to tell how much he owned or controlled.

One questioner asked Green why he was starting this battle now when the entire industry was making a strong comeback. Green said he was convinced that the new wide screen and 3-D developments were a shot in the arm, but that his plan had to do with the condition as a whole. He denied one questioner's allegation that the public was fed up with television, declaring that TV was here to stay for a long time. At this point he commended Barney Balaban, Paramount president, for having foresight and vision in tying in his company with television companies in the early stages of TV.

Green compared proxy fights with the Presidential election of last November, referring to the citizens as stockholders who wanted new management. While not saying so in exact words, Green expressed confidence of victory in his campaign.

20th-Fox Trend

(*Continued from page* 1)

begun last year when film rentals aggregated $93,166,603, compared with $92,489,357 for 1951.

The 20th-Fox president's message accompanied a quarterly dividend payment of 25 cents per share which, he pointed out, represented an uninterrupted dividend paying policy begun in 1942 when the present management took office. In that time, Skouras reported, the company has earned more than $126,000,000 and has paid out to its stockholders in excess of $68,000,000 in cash dividends. Dividends on the common stock aggregated $24.25 a share.

The message also recalls that on divorcement of the company's theatre operations last Sept. 27, the common stock of National Theatres—2,769,486 shares with a current market value of $6.25 per share—was distributed to the common stockholders of 20th-Fox.

Skouras informed the shareholders that the management "is not very happy with the results for the last two years and is constantly striving to improve both volume and profits." After citing the company's increasing distribution revenue he pointed out that company executives earning over $500 weekly have accepted 50 per cent salary cuts in 1953 under a voluntary salary reduction plan which are not repayable unless earnings are in excess of $1 per share, in which case only the excess will apply to such restoration.

Commenting on the introduction of CinemaScope, Skouras told the shareholders that it offers "great opportunities for entertainment and profits. We at 20th Century-Fox," he said, "feel that prospects for the future of your company are very promising."

20th-Fox Net

(*Continued from page* 1)

divorcement which resulted in the bringing of foreign operations to the same date as domestic operations. Previously, they were five weeks behind.

The result for 1952 compares with consolidated net in 1951 of $4,308,431, which included $2,180,192 from domestic theatre subsidiaries. Earnings per share last year were $1.71, compared with $1.47 for the preceding year.

The company's gross income for 1952 amounted to $99,820,492, of which $93,166,603 was in film rentals. This compares with 1951 income of $97,292,384, of which $92,489,357 was film rentals.

Distribution and administration expenses last year amounted to $27,753,004, compared with $24,656,726 in the preceding year. Film amortization was $62,748,581 last year, compared with $62,766,079 in 1951. The company's detailed annual report, now being printed, will be mailed to stockholders shortly, the company stated.

Leon Back Reelected

BALTIMORE, March 26.—Leon Back has been reelected president of Allied of Maryland. Other officers are Lauritz Garman, vice-president, and C. Elmer Nolte, Jr., treasurer.

CinemaScope Set For Key Cities

Hollywood, March 26. — Completion of arrangements for getting CinemaScope equipment ready for shipment to key cities for demonstrations for exhibitors who were unable to attend the showings here last week were announced by Spyros P. Skouras, 20th Century-Fox president, on his departure for New York today.

New shipments of CinemaScope lenses are arriving from France, where their production is being supervised by Prof. Henri Chretien, inventor of the process, it was stated. Lenses are now being calibrated here by studio technicians under Sol Halprin, director of photography.

20th CinemaScope Productions All With Technicolor

HOLLYWOOD, March 26.—All 20th Century-Fox CinemaScope productions will be filmed in color by Technicolor. The company reached this policy as a result of conferences held between Spyros P. Skouras, president, and Darryl F. Zanuck, production chief.

It was said that although CinemaScope lends itself to black-and-white photography, it would be the company's policy to "enhance CinemaScope productions in every possible way—from the standpoint of decor, costuming and the latest developments in scientific lighting" said a 20th-Fox statement.

Whether these same conditions will be demanded from producers who acquire the right to use CinemaScope was not made known today, although it is generally felt that 20th Century-Fox will not restrict those acquiring the rights to produce in CinemaScope to any set pattern of production.

NFTC Forum on TV Film Techniques

Latest developments in the technical aspects of producing films for television were revealed here yesterday at a forum conducted by the National Television Film Council in the Warwick Hotel. With Dr. Alfred N. Goldsmith serving as moderator, numerous phases of the medium were discussed by experts in their particular fields.

Speakers were John Trott, E. Schmidt, C. Graydon Lloyd, E. M. Stifle, G. Edward Hamilton, Vernon Duke and Dr. Peter Goldmark.

Correction

Due to an inadvertent error in a United Artists press release, published in MOTION PICTURE DAILY of March 25, the Downtown Theatre, Los Angeles, was listed as scheduled to play the 3-D film of the Marciano-Walcott heavyweight bout. The release was intended to refer to the Orpheum in downtown Los Angeles, and not to the Stanley-Warner Downtown Theatre there.

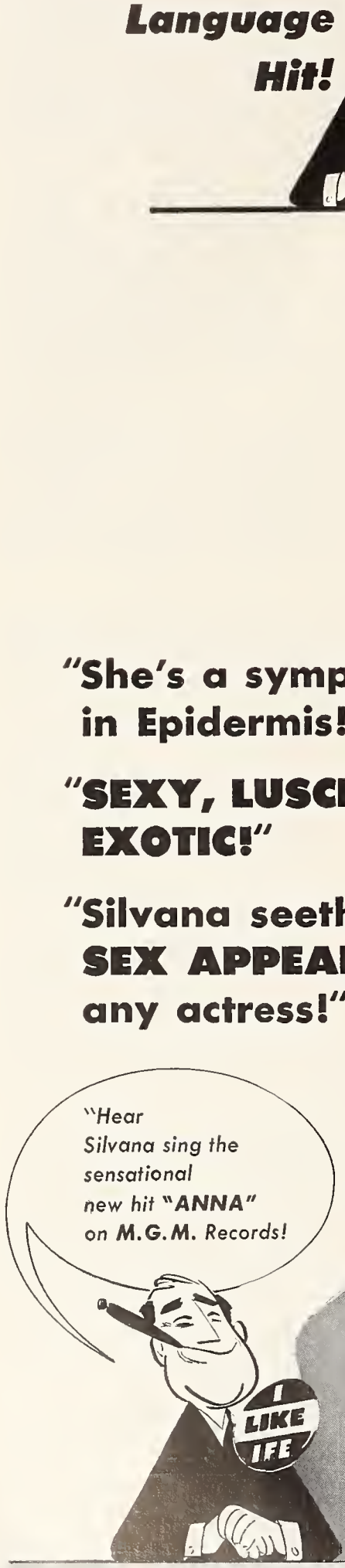
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SOON	*All the fresh joy and romance of 3 girls in love . . . told the "Letter to 3 Wives" way!*	**3 GIRLS from ROME**	NEW, GORGEOUS FACES IN A NEW KIND OF LOVE STORY!

SUB-TITLED ATTRACTIONS FOR SPECIALIZED HOUSES!

READY NOW	*The Best-Selling Novel is now a Best-Selling Hit!*	**FERNANDEL** *in* "THE LITTLE WORLD OF **DON CAMILLO**"	AVAILABLE FOR SPECIAL PRE-RELEASE KEY CITY ENGAGEMENTS
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READY NOW	*AN ADULT FILM SEXTETTE. SIX UNBLUSHING STORIES OF A NAUGHTY ERA!*	THE LIVES AND MORALS OF **TIMES GONE BY**	AMERICAN PREMIERE SAN FRANCISCO APR. 8



FOR MORE INFORMATION ON THESE COMING ATTRACTIONS, CONTACT YOUR NEAREST I.F.E. OFFICE.

Burton Jones Called In Monopoly Probe

MILWAUKEE, March 26.—Burton I. Jones, president of the Independent Theatre Owners of San Diego County, who is here for the national drive-in convention, today disclosed that he has been asked to appear Monday in Los Angeles before Senator Andrew F. Schoeppel, who will conduct hearings for the sub-committee on monopolies of the Senate Small Business Committee.

Also scheduled to appear, said Jones, are Al Hanson and Cecil Vinnicoff, both California exhibitors.

Jones broke into the news some time back by closing one of his San Diego theatres as a protest against distribution policies and putting copy on his "coming attraction" boards reading: "The Distributors Have Forced Us To Close."

Wis. Allied Meet

(*Continued from page* 1)

C.M., Fred Miner and Lucille Fowler.

This afternoon's convention session, devoted to drive-in operation, opened with talks on concessions (from which the press was barred) by S. J. Papas, Milwaukee, and Dean D. Fitzgerald, Madison.

After a speech by Elmer Brennan, Green Bay, Wis., on drive-in advertising and exploitation, Henry Tollette, general manager of S. and M. Theatres, discussed drive-in maintenance, warning that "charging all the traffic will bear" would result in the closing of many drive-ins and predicted that within a few years virtually all owners would have indoor seating in addition to their present set-up. He also urged drive-in owners to set aside a fixed percentage of their receipts for maintenance in order to keep their property in top condition and cautioned them to "stop treating their drive-ins like carnivals."

The convention, which attracted over 600 registered guests, wound up tonight with an all-industry banquet.

Allied Board Meet to Hear Complaints on Practices Today

MILWAUKEE, March 26.—National State Association's board meeting which gets under way here tomorrow will be devoted almost exclusively to a discussion of complaints against current film prices and distributor trade practices, general counsel Abram F. Myers predicted.

The meeting will be held tomorrow and Saturday at the Hotel Schroeder. Myers said there is no formal agenda for the meeting, but that every single board member who has submitted suggestions for discussion included complaints against distributors on advanced prices, delayed availability and other practices.

Myers said the board would probably spend some time discussing the testimony to be presented by Allied officials at the Senate Small Business Committee hearings in Washington next month and also to working up specific information to be given to the Department of Justice. He indicated some concern that the President has not yet found anyone to fill the job of head of the Department's anti-trust division, and predicted there would be considerable Allied contact with the new anti-trust head when he is appointed. There are no present plans for discussing arbitration at the board meeting, Myers said.

Roadshow Policy for Magna

(*Continued from page* 1)

jector for exhibition. It utilizes a special concave screen 52 feet wide and 24.3 feet high, which can be adapted in smaller dimensions with the same aspect ratio maintained.

It was made clear that wherever possible theatres of the United Artists Theatre Circuit, or houses in which UATC has an interest, about 360 in all, would be selected for the Magna process. UATC, it was disclosed, has a 40 per cent interest in the Magna Theatre Corp., parent company of the Todd-AO Corp., which will make and lease the equipment.

According to present plans, the first Magna production is expected to be a musical in color and is due to go before the cameras this July. Schenck and Todd said it was hoped to open the picture at the Rivoli Theatre here in February, 1954. No press demonstration of the new process has been set, but Todd indicated that a demonstration may be held some time in July. The site of the demonstration, it was said, will not be New York but a place convenient for the scientists of the American Optical Co., the firm which will manufacture all of the equipment and which holds a financial interest in the Todd-AO subsidiary.

Investment Plans

Todd said that approximately $1,125,000 has already been invested in the project and that from $4,000,000 to $5,000,000 will be invested in the next few weeks. Schenck added that as much money will be invested in the first picture as required. Both the Magna Theatre Corp. and Todd-AO, it was explained, are closed corporations and at this time no public stock issue for either corporation is planned.

Todd said that 14 special projectors are on hand now and that 24 are expected next year, all to be manufactured by the instrument division of the American Optical Co., in Buffalo. As to cameras, Todd said that four special 65 mm. cameras are on hand and two 35 mm. cameras, one a Mitchel camera specially adapted for the Magna process.

Present plans call for the simultaneous 35 mm. filming of Magna productions. The 35 mm. films, it was stated, could be used on conventional screen and would be utilized by Magna following the saturation roadshow bookings of its regular 65 mm. wide screen process in theatres, in addition to exhibition in the foreign market.

Many of the technical questions regarding lighting and the material of the special screen were left unanswered. Other questions brought varying responses from Schenck, who is board chairman of Magna, and Todd, also on the Magna board.

Schenck, in response to a question, said that Magna would have no objection to utilizing 20th Century-Fox's CinemaScope screen for a Magna 35 mm. picture, while Todd voiced an objection.

Schenck said that the projected first Magna picture would be made in color by Technicolor, while Todd was hesitant to name a process.

The varying responses indicated that a wide area of policy matters have yet to be ironed out among the principals.

Schenck voiced the opinion that Magna represents the ultimate in screen entertainment and expressed the hope that Magna would be adopted as the standard for the entire industry. Neither principal would estimate the installation and conversion cost required of a theatre, indicating it was too early to make such an estimate. Schenck, asked when he expected wide-spread adoption of the Magna system, observed that it will take at least three months to make the first Magna screen.

It was stated that Magna "possibly" would permit other companies to produce Magna pictures, or that there might be some licensing arrangement. Todd emphasized, though, that Magna would get "first crack" at the market.

The sense of audience particpaton in the Magna process was said to be electrifying and the Magna process was said to be more comparable to Cinerama than CinemaScope.

Todd disclosed that the system employs six-channel stereophonic sound on magnctic tape, adding that Magna has just signed an exclusive contract with the Amprex Co. for the production of its sound equipment. The six-channel recorders, it was explained, do not prevent Magna going to a three-channel process.

The depth of the continuous curved screen was said to be 11 feet.

Under the corporate set-up, Magna owns 75 per cent of Todd-AO. The separate functions of the two corporations were not clearly defined, although it was indicated that Magna would act as the production and distribution agency for the films, while Todd-AO would function as the licensee of the equipment, with Todd-AO holding all patent rights. George Skouras, president of UATC, also heads the Magna Theatre Corp.

The Broadway team of Oscar Hammerstein and Richard Rodgers, it was disclosed, has an exclusive agreement with Magna prohibiting them from selling their productions to any other firm but Magna. That agreement, it was explained, does not preclude production for which rights have already been purchased. Hammerstein and Rodgers are members of the Magna board.

Todd disclosed that George Skouras also is slated to be president of the Todd-AO Corp.

Schenck, who owns a large stock interest in UATC, said that he would devote the majority of his time to Magna and probably would continue to headquarter on the Coast. He and Todd plan to leave for Hollywood today.

Series of Health Shorts

Six Health Information Foundation half-hour short subjects edited by Larry Sherman's Motion Picture Editorial Service have been completed and are being shown on network and independent television stations throughout the country.

House to Ignore Coast Subpoenas

WASHINGTON, March 26. — The House today ordered members and employes of the House Un-American Activities Committee to ignore subpoenas served on them by a group of former film workers who are suing the studios and the committee members for damages.

The suit was filed by 23 individuals on the Coast, claiming a conspiracy to deprive them of employment both inside and outside the industry. Named as defendants in the $51,750,000 suit were 17 film companies, the Motion Picture Association of America, the Society of Independent Motion Picture Producers, members of the House committee and others.

The members, former members and staff workers named in the suit were subpoenaed to appear in court in California next Monday and Tuesday. Most of them are now on the Coast holding hearings.

Producer of Silver City Film Before House Un-American Unit

LOS ANGELES, March 26. — Simon N. Lazarus', independent exhibitor who has been in the news recently as president of Independent Productions Corp., which filmed "Salt of the Earth" at Silver City, New Mexico, was the principal witness today before the House Un-American Activities Committee. Although confronted by many recent documents bearing his signature, and by records from other business institutions, Lazarus pleaded the Fifth Amendment and refused to answer committee questions.

Fox Coast Houses

(*Continued from page* 1)

of those units from house to house to show "House of Wax" with WarnerPhonic. The 12 available reproducers are being installed in key first-run theatres. They will later be "bicycled" to second-runs.

In the meantime all other phases of WarnerPhonic installation are being completed throughout the West Coast circuit.

The picture will open at the Fox Theatre in Phoenix on April 17, coincident with its dual 24-hour premiere in Los Angeles and Hollywood. Immediately thereafter it is set to open at the Fox in Tucson, the Fox in El Centro, the West Coast in Long Beach, Fox-Paramount in Oakland, Fox Senator in Sacramento, Fox California in Stockton and the Fox in Spokane.

Video Circuit

(*Continued from page* 1)

is personally opposed to the principle of a "divided allegiance" within the membership of the organization.

The board of directors of T.O.O., a Theatre Owners of America affiliate, has called a special meeting for Monday to consider Loewenstein's resignation. Indications are that a strong effort will be made to induce him to reconsider. Loewenstein has been identified with the organization for 30 years.

T.O.O. has championed a bill which appears likely to clear the state legislature soon which would exempt motion pictures from the state two per cent sales tax. If enacted, the bill will save Oklahoma exchanges and exhibitors thousands of dollars.

UPT Earns

(*Continued from page* 1)

of the previous year. Operating earnings for the fourth quarter of $1,644,000, or 50 cents per share, compare with earnings for the fourth quarter of 1951 of $1,056,000, or 32 cents per share, after eliminating that portion of the retroactive tax increase picked up in the fourth quarter of 1951, it was stated.

Goldenson added that "the rebound in attendance in television-saturated areas, anticipated in 1951, has begun to make itself felt in certain larger cities, such as Chicago and Detroit."

The $6,961,113 earned in 1952, it was stated, are equal to $2.11 per share, of which $1.70 is from operations and 41 cents from capital gains, compared to the $3.24 per share earned in 1951, of which $2.03 is from operations and $1.21 from capital gains.

Goldenson, in his report, also discussed the merger with ABC which took effect on Feb. 9. ABC, it was pointed out, is now operating as a self-contained division within the merged company.

With 1952 theatre receipts and rentals of $115,627,000 practically the same as in 1951, it was stated, operating earnings were reduced largely because of increased film rentals, particularly for pre-release pictures. The decline in capital gains realized on sales of theatre properties and interests, it was pointed out, reflects the approaching end of the company's divestiture program.

All branches of the motion picture industry, Goldenson said, have been greatly heartened by the success of three-dimensional films. "Bwana Devil," the first feature length 3-D film, has produced grosses equal to receipts of the top post-war films from extended engagements across the country in United Paramount theatres in key cities.

"The best assurance that the creative possibilities of the new medium will be effectively used is provided by the entry of all the leading Hollywood studios into this field," Goldenson said. Several leading companies plan to have 3-D features ready for release in the spring and early summer of 1953, he reported. He expressed great interest in CinemaScope, the wide screen process adopted by 20th Century-Fox and M-G-M for some of their major 1953 productions.

Summarizing the success of 3-D films, Goldenson stated, "Many experienced observers, both within and outside of our industry, feel that this exciting new medium can stimulate our business enormously, as did the advent of sound in the late '20s. . . . We believe that the public, in its great desire for new and better entertainment, will patronize 3-D movies while technical improvements are being made and creative people are learning how to use this new dimension to its best advantage."

The results of a survey of theatre patrons in a large Metropolitan area in which AB-PT has theatre interests were reported by Goldenson in a discussion of the effect of the present system of runs and clearances on theatre attendance. The survey found that in the case of "Quo Vadis," as many as 200,000 people were still waiting for the attraction to play in suburban theatres, although it had already played and gone, due to what he called the present system of multiple runs, or simultaneous showing of a picture in a larger number of theatres in a given city. Goldenson concluded, "Sooner or later the industry will realize that improved revenues for both exhibitors and producers will result when a better method of release of pictures, based upon proper and lawful runs and clearances, is substituted for the present practice of multiple runs."

Dividends of $4,126,747 paid during 1952 reflect the reduced dividend rate of 25c per quarter voted by the board of directors beginning in the second quarter of 1952, it was stated. This decision to reduce the dividend, Goldenson explained, was impelled by the decline in operating earnings and the need to conserve cash to meet the requirements of the company upon consummation of the merger with ABC. Under the company's loan agreement, dividends may be paid only from earned surplus arising from operations since Jan. 1, 1950.

In 1952 the company collected for Federal, state and local tax authorities approximately $21,505,000 in theatre admission taxes, it was stated.

The consolidated balance sheet shows current assets of $36,328,000, including cash and government securities of $32,554,000, and $9,294,000 in current liabilities. Net working capital of $27,034,000 represents an increase of $2,483,000 over 1951 due primarily to operating earnings and to capital gains realized on the sales of theatre interests. Long term debt amounted to $40,052,780, a decrease of $1,949,533 compared with 1951 The company has continued to stay one year ahead of maturities under its loan agreement, Goldenson reported.

Consolidated fixed assets, after reserve for depreciation, amounted to $68,630,000 as compared with $70,565,000 in 1951. Goldenson said that the amounts charged for depreciation in the past three years have been reinvested in theatre improvements and properties. From now on, it should be somewhat less expensive to maintain the theatres, although the development of three-dimensional movies may require substantial capital outlays for equipment as the medium develops, he added.

Excellent progress was reported by Goldenson in the company's theatre divestiture program under the consent judgment of March 3, 1949. During the year, the company disposed of its interests in 159 theatres, leaving it with a whole or partial interest in 708 theatres at the year end. The company is permitted to retain a maximum of 651 theatres, wholly owned or owned with investors. Goldenson stated that the company hopes to complete its divestiture program this year.

Upon the merger, common stock of ABC was exchanged for a combination of preferred and common stock of the merged company. The common stock held by stockholders of United Paramount continues unchanged as common stock of the merged company. Goldenson reported that the merged company has met the first year's sinking fund requirements on the $20 par preferred stock through purchases in the open market at an average price of $16.01 per share. The board has authorized the further purchase of preferred stock as such purchases appear to be advantageous.

"The structure of American Broadcasting-Paramount Theatres, Inc. provides solid support on which to build a profitable future," Goldenson said. Goldenson reported that the merged company is starting in a strong financial condition, with cash and government securities of $32,573,000, working capital of $27,644,000 and total assets of $141,101,000. Term debt amounts to $42,881,000. These figures give effect to the retirement of $7,662,000 of ABC's term debt on February 13, 1953, as well as to the proceeds from the sale of WBKB, Chicago, to Columbia Broadcasting System for $6,000,000. (ABC's former station in Chicago has assumed the WBKB call letters.)

The sum of $2,000,000 has been earmarked for the purchase of equipment to increase the transmitting power of the ABC-owned television stations in New York, Chicago, Los Angeles and San Francisco, Mr. Goldenson said.

Review

"Never Let Me Go"

(Metro-Goldwyn-Mayer)

ALL CONCERNED in the production of this beautifully constructed film—the stars, Clark Gable and Gene Tierney, producer Clarence Brown and director Delmer Daves—deserve the highest praise, for, in this vehicle especially tailored to the talents and reputation of Gable, there is an object lesson in the making of a good motion picture.

There are no frills here but there is a substantial story, a handy and topical villain, good dialogue, a touch of comedy in the right places, tender love, suspense, a chase and a smash finish, all wrapped up in a plain but solid package designed to make any audience feel they have been entertained.

The story is as topical as today's headlines, entirely fictional but based on and duplicated by hundreds of parallel experiences involving the "Iron Curtain." Gable, an American correspondent in Moscow during the war, falls in love with and marries Miss Tierney, a member of the state ballet company. When his dispatches displease the Kremlin he is forced to leave without his wife. When diplomatic pressures and press influences fail to free her, Gable takes matters into his own hands, embarks on a dangerous small boat trip to kidnap her, and snatches her from under the eyes and guns of the NKVD and the Soviet Army.

There is slight contrivance in the plot device which leads to the successful kidnapping but it is excusable in view of the overall tautness of the story.

Top credits are due to all concerned but especially to Miss Tierney who here appears in a warm and appealing role to which she does full justice. Also, the screen play by Ronald Miller and George Froeschel is noteworthy for its authenticity and pyschologically truthful portrayal of post-war Russia and the Russians.

Others in the cast are: Richard Hayden, Belita, Kenneth More, Karel Stepanek, Thedore Bikel, Anna Valentina, Frederick Valk, Peter Illing, Robert Henderson, Stanley Maxted, Meinhart Maur and Alexis Chesnakov.

Running time, 94 minutes. General audience classification. Release date, May 1.

Ohio Anti-Censor Bill Up on April 7

Columbus, March 26.—The bill introduced by Senator Charles Mosher of the Ohio State Senate calling for repeal of the Ohio censorship law probably will come up for hearing on April 7 by the Senate Education and Health Committee, of which Mosher is chairman.

The *Cleveland Plain Dealer* carried a strong editorial urging passage of the bill, as did the weekly *Oberlin (Ohio) News*.

Md. Censorship Law

(*Continued from page* 1)

to the list of reasons why a film could be disapproved. The other such words in that particular part of the law as it now stands are "obscene, indecent, inhuman, immoral."

The word "sacriligious" would be eliminated from the list of censorables because of the Supreme Court decision that films may not be cut on those grounds.

Proposals to alter Maryland's censorship code to cover educational and scientific films drew a sharp retort from Baltimore's public library officials. Such a move, they said, would be a step backward at a time when court decisions are further establishing the equality of film with speech and press.

The proposed bill also urges the censor board chairman's salary be increased from $3,200 annually to $6,000 and the other two members from $2,750 to $4,500 per year.

Levin and Dealers Confer on Equipment

MILWAUKEE, March 26. — Jack Levin, head of the National Theatre Institute, when queried regarding a meeting he had with a group of equipment dealers here yesterday, revealed that the Institute has been commissioned to establish liaison between the "progressive film producers" on one hand and equipment manufacturers and dealers on the other to assure a smooth flow of new type equipment unhampered by "loose talk and rumors" about technological changes in the industry.

At present, Levin said, the manufacturers are restrained from re-tooling to make new equipment by confusion on the West Coast. He said many equipment people feel that the producers should shoulder some of the costs of re-tooling at least by underwriting a portion of it in case a sudden change in production methods should render the equipment obsolete almost before it hits the market.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73, NO. 60 NEW YORK, U. S. A., MONDAY, MARCH 30, 1953 TEN CENTS

Tradewise...

By SHERWIN KANE

BY SHEER coincidence, Charles Green, the dissident 20th Century-Fox stockholder and old "pro" at the game of altering the complexions of corporate directorates and managements, brought into the open his intention to wage a proxy fight at the May meeting of 20th-Fox stockholders on the same day last week that Spyros Skouras made an interim report to the company's stockholders.

Skouras' report accompanied dividend checks mailed to 20th-Fox common stockholders, continuing the regular dividend payments maintained since the inception of his management in 1942. His message, expressing management's dissatisfaction with results achieved during the past two troubled years for motion pictures, spoke of the "very promising" future and his reasons for so regarding it.

Not content to rest and await the realization of the promises held out by CinemaScope and other technological innovations, nor satisfied with an upward trend in the company's distribution revenue evidenced over a 62 weeks' period, Skouras pointed to voluntary salary reductions of 50 per cent by top flight executives of 20th-Fox and to other policies designed to effect continuing improvement in the company's earnings position and in the long-range strengthening of the company.

•

It will be interesting to compare with that whatever program for 20th-Fox Green may offer to the company stockholders in the next six weeks. And to match, too, whatever slate of directors and officers—and their records—he may propose, with the incumbents.

Green said his program will be disclosed this week. The pattern of his earlier proxy fights elsewhere has been to base his bid for stockholder support largely on what he brands as the overly conservative policies of management as opposed to the natural and often insatiable appetite of a stockholder for more and bigger dividends.

It is, presumably, to be left to the judgment of the uninitiated stockholder to determine whether a corporation can safely follow an implied liberal dividend policy, and for how long, without imperiling his investment.

16 Witnesses For Senate Probe in L.A.

By J. A. OTTEN

WASHINGTON, March 29.—The Senate Small Business Committee has revealed the names of 16 California theatre owners who will testify at hearings which will get under way Tuesday in Los Angeles on distributor trade practices.

A Committee official said that exchange managers or other distributor spokesmen would be given a chance to answer the complaints after the theatre owners finish their testimony.

The hearings, the first to be held in public by the Committee since it started its investigation of exhibitor complaints about clearances, competitive bidding, print availabilities and

(*Continued on page 7*)

UA Retains Gordon As A Consultant

The retaining of Milton A. Gordon as financial consultant to United Artists on a part-time basis was announced here at the weekend by Arthur Krim, UA president. Gordon will serve the company while continuing the management of his own investment firm, Gordon Enterprises, Inc.

Before organizing his own com-

(*Continued on page 3*)

Schwartz Reports RKO Theatres' Receipts Increase

RKO Theatres box-office receipts for the first two months of 1953 have shown an improvement over the same months of 1952, Sol Schwartz, president, disclosed here at the weekend in his annual report to stockholders. Schwartz attributed the improvement largely to better pictures.

The report, which welcomed the advent of 3-D and wide-screen processes, also cited 20th Century-Fox's CinemaScope system. "Your management and its technical staff," the report stated, "are giving serious consideration to this new process."

Box-office receipts in 1952 amounted to $26,954,800, against $29,550,300 in 1951, it was stated. The report stated that the decline for comparable theatres and for comparable periods was eight per cent, attributing the drop to home television, the high cost of living, and the increase in taxes. Net profits for the year, as reported in

(*Continued on page 7*)

3-D, Wide-screen Top SMPTE Meet

Three-dimensional, wide-screen pictures and stereophonic sound head the program of 61 technical papers and demonstrations on the agenda of the Society of Motion Picture and Television Engineers' five-day convention starting April 27 at the Los Angeles Statler Hotel.

Jack Servies, SMPTE convention vice-president and vice-president of

(*Continued on page 7*)

New U.S.-Italian Film Pact Cuts U.S. Aid, Ups Profits

A six point pact set to run for 14 months was signed in Rome by the United States and Italian film industries reducing U. S. financial aid to the Italian industry and increasing the American "take home pay," Eric Johnston, Motion Picture Association of America president, disclosed there at the weekend, according to reports reaching here.

Terms of the pact, which replaces an agreement that had been in effect since 1951, cut U. S. financial help to the Italian industry by 20 per cent and allow the American industry to take home 40 rather than 37½ per cent of the total profits. Under the old agreement, profits were split into three groups: 50 per cent kept in Italy for production of new films and other purposes, 37½ per cent returning to the U. S., and 12½ per cent allotted for

(*Continued on page 6*)

'Met' Circuit 'Holders Seek Examination

Application for an examination before trial in the suit brought by a group of stockholders against Metropolitan Playhouses here will be made shortly by Abraham Marcus, attorney, for the shareholders.

The suit, filed last May, seeks to force the declaration of dividends and an accounting of the circuit's operations. The stockholders meet April 15.

Sees Para. '52 Profit About Same as in '51

Balaban Cites Optimism For Future, Based on 3-D

Operating profits of Paramount Pictures Corp. for 1952 (not including capital gains) was estimated by Barney Balaban, president, at about the same as that of 1951, in a letter mailed to Paramount stockholders at the weekend In 1951, Paramount reported a profit of $5,459,274, after provision for taxes.



Barney Balaban

The letter was included with Paramount's first quarterly dividend of 50 cents per share of common stock. In his letter,

(*Continued on page 3*)

R.R. Young Has 14% Of American Optical

DETROIT, March 29.—Robert D. Young, who owns Chesapeake (formerly Pathe) Industries in addition to his numerous other enterprises, is the owner of 14 per cent of American Optical Co.'s 813,674 outstanding shares of common stock, James Boynton, financial editor of the Detroit *Times*, stated in a recent column.

American Optical will have a 25 per cent interest in the new Magna 65mm. wide screen process being in-

(*Continued on page 3*)

CinemaScope Order Blanks Available

Twentieth Century-Fox reported here at the weekend that application forms for the CinemaScope wide screen process had been shipped to all exchanges. Exhibitors will be able to contact their local 20th-Fox branches for the applications. It also noted that the Roxy Theatre here will be the first on Broadway to install the process.

The order for the Roxy screen and equipment was the first to be received

(*Continued on page 3*)

Personal Mention

MILTON R. RACKMIL, president; ALFRED E. DAFF, executive vice-president, and CHARLES FELDMAN, general sales manager, of Universal, returned here over the weekend from Hollywood.

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MILDRED KELLY, assistant to M-G-M Coast publicity executive HOWARD STRICKLING, was married Saturday to CHARLES PACKER. The couple left for a Honolulu honeymoon.

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RALPH CRABILL, former division manager for Warner Brothers in Southern New York, was here over the weekend from Elmira.

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EMERY AUSTIN, exploitation assistant to DAN S. TERRELL at M-G-M, will leave here for Boston today and will return tomorrow.

•

LOUIS PHILLIPS, Paramount legal department executive, returns April 10 from a two-month European trip.

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FRANK PETERMAN has been appointed special sales representative for Wil-Kin Theatre Supply Co., Atlanta.

•

WALTER L. TITUS, JR., Republic sales executive, left here over the weekend for Tampa, Fla.

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H. M. RICHEY, M-G-M exhibitor relations head, returned here at the weekend from Milwaukee.

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WILLIAM GOETZ, Universal production head, will arrive here tonight from the Coast.

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JULES LEVEY left over the weekend for Toronto.

RKO Radio NY Ad Department Reduced

The jobs of eight members of RKO Radio Pictures' advertising and art department here were discontinued at the weekend as the company transferred most of the balance of the advertising department's operations to the Coast.

Those affected were: Carl Moss, Jack McCarter, Mrs. Lucy Robinson, Vivian Moses, Hal Sloan, Stanley Sherwin, Frank Samfelippo and Muriel James. Remaining in their posts are Ben H. Grim, Eastern advertising manager, and Lou Gaudreau, business executive of the department.

Name Mohr to RKO Publicity Post

Milton Mohr has been named assistant publicity manager for RKO Radio Pictures, effective April 6, Mervin Hauser, Eastern publicity director, disclosed here at the weekend.

Mohr will succeed Fred Goldberg, who resigned to join the Italian Film Export Releasing Organization as publicity manager. Mohr will join RKO directly from Paramount Pictures where he served as New York newspaper representative.

Kirsch Warns Ill. Allied to Go Slow on 3-D Installations

CHICAGO, March 29.—Jack Kirsch, president of Allied Theatres of Illinois, in his address to the organization at its 23rd annual luncheon meeting and election of officers at the Blackstone Hotel here, reporting on Allied activities during the past year, warned members to proceed with caution on the installation of 3-D equipment in view of the confusion existing in Hollywood over the course of production in the next few months.

He also stated that hopes for the eventual establishment of an all-inclusive system of industry arbitration are "very dim" because distribution has refused to include film rentals as part of any such system, and compared Allied's positive stand against exorbitant film rentals with Theatre Owners of America's statement that if a friendly approach to the problem fails the matter will be referred to TOA's board of directors for action.

Continuing his running battle with Herbert Yates and Republic Pictures, Kirsch decried the sale of pictures to TV by Republic and criticized the company sharply for enlarging its 16 mm. distribution setup into territories where their pictures are being sold to motion picture theatres, and pledged that Allied of Illinois will continue to fight against the sale of pictures to TV.

In the legislative field, he touched on a bill recently introduced in the state house of representatives which would prohibit the exhibition in Illinois of any film in which a player convicted of violation of a state or Federal narcotic act appears; stating that Allied is exerting every possible effort to prevent this bill and any future bills which might be inimical to the industry from being passed.

He also touched on other Allied activities, such as helping to gain a reduction in real estate taxes for theatre owners here; charitable activities, including the $10,000 raised by Allied theatres toward the total of almost $75,000 collected in theatres here for La Rabida Sanitarium; the fight against the 20 per cent tax; and the highly successful national Allied convention here last November. He further stated that he hopes, with the approval of the Illinois Allied board of directors, to ask the national to join in the silver anniversary celebration of Allied of Illinois by bringing the convention here again in 1955.

In the election of officers and directors, Donald Knapp, Lucas Theatres, and Sam C. Myers, Commonwealth Theatres, were elected to the board of directors for the first time, Van Nomikos and Ben Banowitz were re-elected as vice-president and secretary-treasurer, and board members Basil Charuhas, Jack Clark, James Gregory, Robert V. Harrison, Verne Langdon, Charles Lindau, Howard Lubliner, Richard B. Salkin, Arthur Sass, Arthur Schoenstadt, Joseph Stern, and Bruce Trinz were reelected for another year. Harry Nepo was reappointed sergeant-at-arms by Kirsch, who is in the second year of a three-year term as president of Allied of Illinois.

Stars and 'Seventeen' To Aid Palsy Drive

Wednesday evening's opening of the Barnum and Bailey Circus at New York's Madison Square Garden will feature performances by numerous stars, among them Marlene Dietrich, Danny Thomas, Gaby Hayes, Imogene Coca, Sid Caesar, Herb Shriner, and others, for the benefit of United Cerebral Palsy. Proceeds of the performance will go to the palsy drive.

Additionally, *Seventeen Magazine* will present its own "circus within a circus" for the benefit. A miniature parade will present five groups of fashions featured in the April issue of the magazine, which has a circus theme throughout.

Cinerama Off to Big Detroit Start

Joseph Kaufman, in charge of exhibition for Cinerama, reported on his return here from Detroit that the opening at the Music Hall Theatre there last week was a bigger success than the New York opening.

An advance sale of $100,000 already is claimed for the Detroit engagement, with mail and phone orders from all parts of Michigan and neighboring states, including Illinois, where the Chicago installation has been indefinitely delayed because of demands made by the projectionists union there.

Myers Urges Unity At Wis. Banquet

MILWAUKEE, March 29.—Drive-ins should be considered a theatre on an equal footing with the indoor theatre, Abram F. Myers, Allied general counsel, said here at the banquet which climaxed the Wisconsin Allied and National Drive-in conventions late last week.

"There is a great commodity that combines all theatres in a common bond," Myers stated. "Whether you're big or small, from a large or small town, your biggest problem is film. I leave it to your common sense whether you can work together or draw apart."

Myers predicted a brighter future for drive-ins, as evidenced by the enthusiasm at the convention.

In accepting a certificate for a motion picture camera as a gift, Sig Goldberg, president of Wisconsin Allied, said that the Allied board should do something about admitting the drive-in group to national Allied. Harold Pearson, executive secretary, was also presented with a gift.

500 Playdates for 3-D 'Bwana Devil'

"Bwana Devil" has been set for more than 500 playdates during April and May, it was disclosed by William J. Heineman, vice-president of United Artists in charge of distribution.

RKO 3rd Major to Use NV 3-D System

Hollywood March 29.—RKO Radio will become the third major studio using Natural Vision 3-D with the start of production on "Arizona Outpost" tomorrow. The three-dimensional camera already in use on the company's "Second Chance" is reliably reported to be the studio's own development, employing twin cameras placed at right angles to each other, similar to the M-G-M and 20th Century-Fox 3-D systems.

The Norling camera acquired by RKO in New York has not yet been brought to the studio for use.

Yates Says Republic Will Not Go for 3-D

By T. J. M. SHEEHY

DUBLIN, March 25 (By Airmail).—Herbert J. Yates, president of Republic Pictures, believes that three-dimensional pictures were "born of hope and wishful thinking" and declares that "until something practical is developed, Republic will not produce 3-D films that are presently and primarily, in our opinion, a temporary novelty which will not be successful as screen entertainment."

Speaking at a luncheon here, Yates said it was not his intention to strike a discordant note but that he was obliged to reveal the results of a study made by his company over a period of years.

"Some 20 years ago," Yates said, "three-dimensional pictures were made in America and were not successful and will not in our opinion be acceptable with any degree of permanency now or in the future. We do not believe that any presently known mechanical method used to bring about the illusion of three-dimensional pictures is practical. We do not believe that the public will wear colored spectacles to see motion pictures."

Yates said that the present method in making 3-D films will not make a bad picture good. On the other hand, he added, a good picture produced in the conventional manner with color, a fine cast and an interesting story does not require any help from three-dimensions.

"What the motion picture industry needs to do is to concentrate on an additional supply of bigger and better pictures and stop deluding themselves that third dimension adds entertainment value to the screen," Yates declared.

Turning to television, Yates said Republic had been a pioneer in recent TV development and that in his opinion "there is room for both industries." He asserted that television in the future will help the motion picture industry to develop great box-office personalities for the theatres.

The luncheon was attended by the Lord Mayor of Dublin, exhibitors and Maurice Walsh, author of "The Quiet Man."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20. N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR 2-2843. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

SeePara.Profit

(*Continued from page* 1)

Balaban stated that he was enthusiastically optimistic for the future, based on the intense public interest in 3-D films and the various approaches to it under consideration.

Balaban disclosed that Paramount is conducting a survey of theatres and its own existing pictures to find the proper approach to 3-D and wide-screen processes. Paramount's efforts, recently demonstrated on the Coast, employing a new screen to give the illusion of depth to conventional films, was described as highly successful.

Balaban reported that Paramount will soon have completed in 3-D, "Sangaree," which is in color by Technicolor, and has slated three other 3-D pictures for production, "Red Garters," "Those Sisters from Seattle" and a Danny Kaye film, as yet untitled.

Stockholders were informed that the annual meeting would be held here on June 2. Paramount, in the wake of the Federal Communications Commission ruling, has made no decision on the acquisition of another TV station, it was stated. The FCC found that Paramount "controlled" DuMont, which permits either company to acquire one more TV station, both now owning four between them.

Within the next few months, Balaban stated that sufficient installations on the Coast are expected to enable an experiment of Telemeter, the subscription TV system affiliated with Paramount.

A report of progress was also rendered on Chromatic, Inc., another affiliate of Paramount, which recently demonstrated its tri-color tube. Said Balaban: "We have ample reason to believe that the Chromatic tube represents the most practical, effective and economical answer to the color television situation."

Grainger to Coast For Studio Confabs

J. R. Grainger, president of RKO Radio Pictures, will leave here tomorrow evening for Hollywood to confer on future production and distribution plans with Howard Hughes, chairman of the board; C. J. Tevlin, in charge of studio operations, and other studio executives.

Grainger will see completed portions of three pictures currently in production. These are Edmund Grainger's "Second Chance," "Arizona Outpost" and "Son of Sinbad," which Robert Sparks is producing.

The RKO president will remain at the studio for approximately two weeks.

Henderson 'Lab' to Handle WarnerColor

HOLLYWOOD, March 29.—The Henderson laboratory in London will be equipped in the near future for handling WarnerColor processing in England, Warner Brothers here discloses.

The laboratory will be the third to be converted to supplying the growing requirements of WarnerColor. The Warner Brooklyn laboratory is remodeling for WarnerColor, with completion due in July. Facilities at the Warner studio laboratory in Burbank have already been enlarged.

Review

"Down Among the Sheltering Palms"

(20th Century-Fox)

FOR THE FILMGOER who wants to lose himself on a South Sea island, richly colored in Technicolor, and watch the trials and tribulations of a group of U. S. Army men tempted by women, "Down Among the Sheltering Palms" should fill the bill. This Fred Kohlmar production, while weak on story line, does offer fairly good entertainment in the light, frothy vein.

William Lundigan, Jane Greer, Mitzi Gaynor, David Wayne and Gloria de Haven head the competent cast. At war's end, Lundigan as captain of a contingent of U. S. Army troops, is ordered to occupy an island in the South Pacific. The Army men arrive and are immediately surrounded by beautiful, eager native girls. The welcome surprise comes to an abrupt end when orders are received from Washington imposing a non-fraternization policy.

The agony Lundigan must go through to uphold the non-fraternization policy is given a humorous twist. He, himself, is pursued by Jane Greer, the daughter of a missionary, Mitzi Gaynor, a native girl given to him by the island king, and Gloria De Haven, a spoiled, rich, comely newspaper woman. The comic aspects are aided and abetted by David Wayne, who is a lieutenant in Lundigan's outfit.

Interspersed in this rather mechanical story line are a number of pleasant tunes and an exciting dance number. Billy Gilbert, as king of the island, does an excellent job.

Edmund Goulding directed, from a screenplay by Claude Binyon, Albert Lewin and Burt Styler, based on a story by Edward Hope. Others in the cast are Gene Lockhart, Jack Paar, Alvin Greenman and Henry Kulky.

Running time, 87 minutes. General audience classification. March release.

MURRAY HOROWITZ

R. R. Young

(*Continued from page* 1)

troduced by Joseph M. Schenck, George Skouras and their associates.

Still another large investor in American Optical is the Detroit and Cleveland Navigation Co., which owns 150,000 shares or 18.4 per cent of the total, Boynton said. D. and C. stock moved up last week with the announcement of Magna from $8 to $11¼, the highest price paid in more than a decade. Its rise was in line with the increase in American Optical from $29 to $39, giving D. and C. a paper profit of $1,516,000 on the investment it made a little more than a year ago. Young's purchase of American Optical followed shortly after that by D. and C., Boynton said.

Kuhn, Loeb & Co. is reported to have a 10 per cent interest in American Optical. Young's interest was said to have been purchased through his Diversified Investors Syndicate.

Order Blanks

(*Continued from page* 1)

by the company and had been placed sometime ago, it was said. Preparatory installation work is under way. The Roxy also has ordered other essential equipment to handle 3-D films. When installed, the new CinemaScope screen and picture will measure approximately 80 feet in width.

Meanwhile, CinemaScope's adaptability to theatres of all sizes was indicated at a special demonstration before industry executives in Darryl Zanuck's private projection room at the Coast studio. They saw the demonstration on a screen 7-by-11 feet. Attending the showing were Leonard Goldenson, president of AB-PT; Robert J. O'Donnell, of Texas Interstate, and John Balaban, head of Balaban and Katz.

Premiere Film on Queen

The world premiere of "Royal Destiny," a 20-minute pictorial history of Britain's Queen Elizabeth II, will be held at the Guild Theatre here tomorrow, British Information Services has disclosed.

UA Retains Gordon

(*Continued from page* 1)

pany, Gordon was a senior officer of Walter Heller & Co., from which he recently resigned. The Heller company is the Chicago banking concern which has figured prominently in UA financial affairs since the assumption of management by Krim, board chairman Robert Benjamin and their executives.

$1,338,000 Drop In February Tax

Washington, March 29. — General admission tax collections in February, reflecting January box-office business, hit the lowest point since collections last March, the Bureau of Internal Revenue reported.

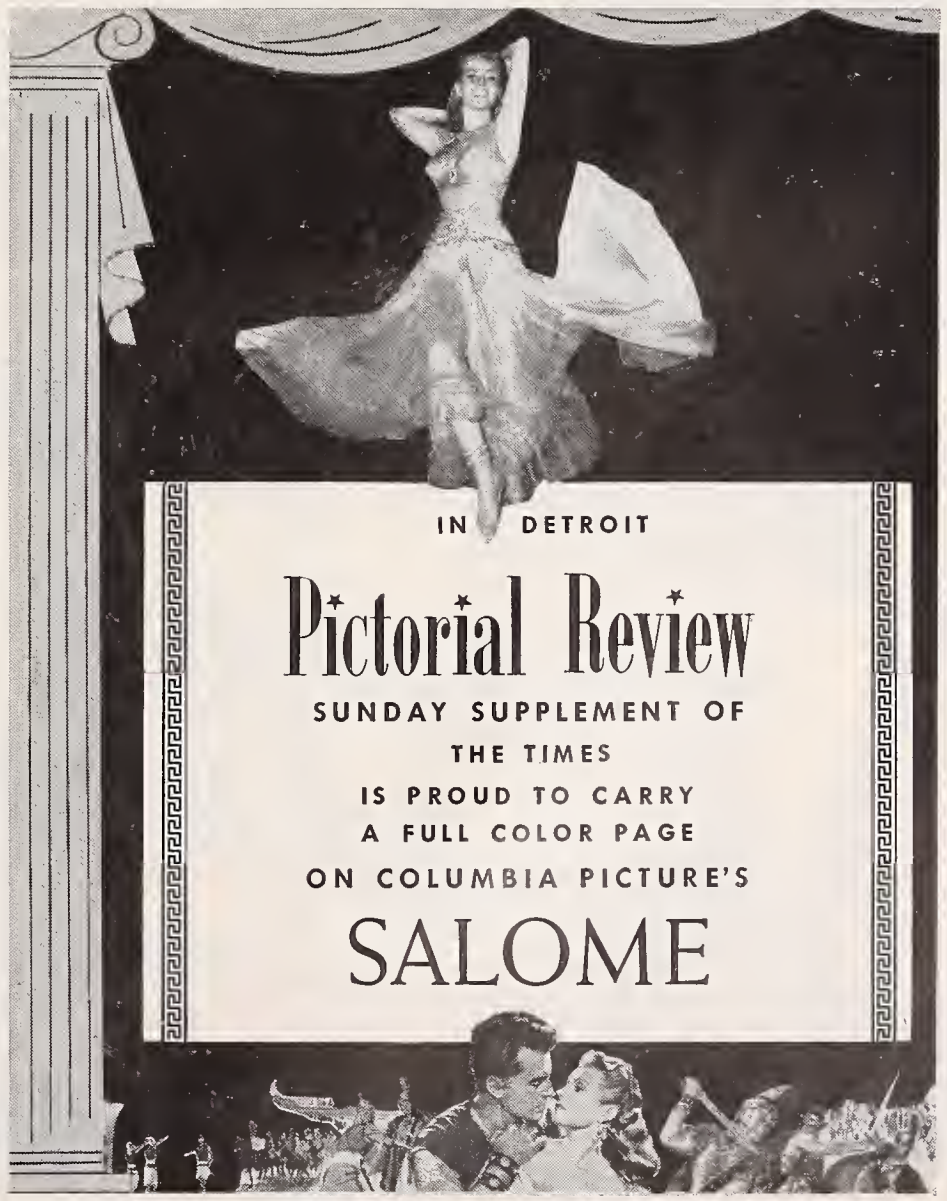
February collections amounted to $20,636,600, compared to $21,974,853 in January and $23,891,495 in Feb., 1952. Last March collections were totaled $19,863,941.

Pickford to Launch Bond Tour in D.C.

WASHINGTON, March 29. — House speaker Martin announced that Mary Pickford would start her nation-wide savings bond tour tomorrow from the steps of the Capitol, the spot where 35 years ago she began a World War I speaking tour to sell Liberty bonds.

Martin announced plans for a luncheon and campaign rally at the Capitol, starring Miss Pickford. The tour will cover a dozen cities and last about six weeks. Miss Pickford is associate national chairman of the campaign of woman volunteers to sign up additional bond-a-month investors. Meanwhile, it was reported that she will speak at a luncheon of the Atlanta Womens Club on April 10 and will appear before other civic groups there.

March is American Red Cross Month. GIVE!



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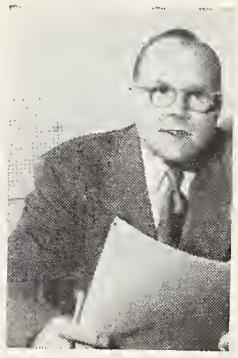
Television--Radio

with Pinky Herman

THERE'S a sub rosa buzz-buzz in the TVicinity of Rockefeller Plaza that ABC is quietly making a strong pitch to corral future "Oscar Award" presentations. . . . Their fine work in the Warner Bros. musical, "By the Light of the Silvery Moon," supporting Doris Day and Gordon McRae, may reward Leon Ames and Rosemary deCamp with a TV film series of their own, a "Mr. & Missus" situation comedy. . . . Elliot Kaplan's new TV Reporter mag, due on the news stands late next month, will feature Ethel Thorsen as fashion editor with Sid White doing a radio-TV column. . . . If her hubby will permit, Shirley Temple can have her own TVehicle, breaking in as a summer-replacement. . . . It's an ill-wind that blows, etc., etc. Last week when Colgate Comedy Hour, NBCelebrating its 100th telecast, utilized heavyweights like Martin & Lewis, Bob Hope, Eddie Cantor and Abbott & Costello, to cut down CBS' "Toast of the Town" audience, two of the throw-a-way lines mentioned Ed Sullivan's sponsors, namely Ford & Lincoln. . . . 19 years ago a musical played at the Adelphi Theatre titled, "The Lord Blesses the Bishop." Today, DuMont's very popular series, "Life Is Worth Living," featuring Bishop Fulton J. Sheen, originates from the Adelphi, now a DuMont teletheatre. . . . Producers of "American Inventory" will film portions of the fifth annual Alfred P. Sloan radio-TV awards for highway safety and the film will be telecast later that evening so guests, assembled on Tuesday, May 26, at the Hotel Plaze will see themselves.

☆ ☆ ☆

The Kenneth Banghart-Diana Green production "A Date with April," starring Constance Bennett, will open on Broadway April 13. Play was written by George Batson, who wrote "Ramshackle Inn." Reginald Denham will direct. . . . A new record and live musical radio series, featuring John Conte, will WABCommence April 13. Program, a Gerry Gross-Norman Baer production, will be aired across the board in the 5:15 to 6:00 P.M. slot and will feature five minutes of baseball news, scores and data. . . . The Ed Wolf package, "Break the Bank," which NBTees off today at 3:00 P.M., will be partially co-op. Meanwhile, from here it appears that this program will be the summer-replacement, starting Tuesday, June 23, for Milton Berle's "Texaco Theatre" in the Tuesday nite at 8:30 to 9:00 slot with 5-Day Deodorant Pads picking up the tab. Jack Rubin and Herb Wolf are co-producers of the program. . . . Tunesmith Vic Mizzy writes from London that Mary Small is a "sensation" at the Palladium and though she's been offered two musicals, commitments here require her return. (Couldn't happen to a nicer pair of love birds.) . . . Lambs Club will fete Charles Coburn on April 20, his 75th birthday. Celebration will carry over to the "Luncheon at Sardi's," where he'll be given a WORchid. . . . Immediately following his discharge from the Army, Eddie Fisher will star in a new radio & TV series for NBCoca Cola. The TV program will be seen Weds. & Fri. at 7:30 P.M., starting April 29 and the radio show will be aired Tues. & Fri. at 8:00 P.M., starting May 5.



Kenneth Banghart

☆ ☆ ☆

DEEJAY (walking) . . . Platter stars, visiting or playing Philadelphia, are making it a MUST to drop in for some live jive with Grady & Hurst on that platter duo's TV series via WPTZ. . . . Out in Toledo, Ohio, deejay Tom Finn is identified with his station's call letters, thusly: the lad W-ith S-mooth P-latter D-elivery. . . . A WEBRilliant way to combat juvenile delinquency is the weekly series of teen dances co-produced in Buffalo by Bob Wells and program mgr. Bill Switzer.

☆ ☆ ☆

LOTSA DOTS. . . . Music business' Clef Award, TV's outstanding and most versatile conductor of 1953 goes to Charles Sanford, conductor of "Your Show of Shows" orchestra on the program Saturday. . . . Aside to Henry Morgan: Give yourself a break and take a vacation. . . . Packaged by Louis Weiss, 100 two-reel and 26 one-reel comedies, starring Ben Turpin, Snub Pollard, Jimmie Aubrey and Poodles Hanneford, are currently telecast over WBBM-TV, Chicago. . . . Oddity—Little Kerry, who portrayed the "grandson" of Merrill E. Joels in yesterday's "Passover Seder" play over WPIX, is Merrill's son in real life.

Sharp Rise Reported In '52 TV Income

WASHINGTON, March 29.—Gross receipts of television stations and networks in 1952 were 43 per cent higher than in 1951 and earnings before Federal income taxes were up 31 per cent, the Federal Communications Commission reports.

The figures were for the four networks and the 108 stations operating during all of 1952. The FCC said total broadcast revenues amounted to $336,300,000, up 43 per cent from $235,700,000 in 1951. Earnings before taxes amounted to $54,500,000.

The four networks, including their 15 owned stations, grossed $191,900,000 last year, up 50 per cent from 1951, but income before taxes was down to $9,000,000 in '52, compared to $11,000,000 a year earlier. Expenses increased 56 per cent during the year, the FCC said.

The Commission said that 94 stations in 1952 showed a profit before taxes, averaging $435,000, while 14 reported losses.

Theatre Changes in Chicago Heavy

CHICAGO, March 29.—The rush of activity in Hollywood is being reflected by many changes in theatre status in the Chicago exchange area. Here in Chicago Jones, Linick, and Schaffer have bought Balaban and Katz's interest in the Downtown McVickers and now are sole owners of the theatre; Warner Brother's Stratford, which has been closed since last June, is scheduled to reopen April 24; and Carl Farber is taking over the Normal from Steve Toth on April 3.

Outside Chicago the new Belmar drive-in, Belvidere, Ill., owned by H. Lindroth, who operates Lind's Air Drive-in, Rockford, Ill., is opening early next month; and R. L. Farber has sold his Princess, Cullom, Ill., to Ed Samet.

Film Pact

(*Continued from page* 1)

financial help to Italian films.

The new agreement cuts assistance to 10 per cent of the total profits. Johnston said this would mean an over-all 20 per cent drop in the aid.

Under another point of the agreement, the U. S. still would be allowed to export 225 films a year to Italy, plus an extra export from independent American producers to go to independent Italian distributors.

Gardiner Retires

BOSTON, March 29.—After 40 years in the motion picture business, William H. (Larry) Gardiner, sales manager here for RKO Pictures, has decided to retire, effective April 11. He has been with RKO for 27 years.

Favorite Sets Crime Dual

Favorite Films here is now readying "Crimes of Dr. Mabuse" and "Crime City" to be released in April as a combination bill.

'Madam' Set for Easter

"Call Me Madam" is set to open in more than 450 first-run situations around the country during Easter week, 20th Century-Fox reports. An initial order of 422 prints, said to be one of the largest in the company's history, will be utilized.

In the THEATRE Equipment World . . .

. . . *with RAY GALLO*

NEW odorless paints, called "Staize-Clene," having a special wax base designed to give them dirt and water repellent qualities, have been placed on the market by the Enterprise Paint Mfg. Co., Chicago. This special treatment, trade-named "Syncon," enables the paints to stay clean longer, according to the company, and also makes them more readibly washable The new product comes in 39 colors and is available in flat enamel, semi-gloss and high gloss enamel.

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The appointment of Frank O. Heinshon as branch manager for the Los Angeles office of American Seating Co., with headquarters in Grand Rapids, Mich., hos been announced by James M. VerMeulen, vice-president and general sales manager of the company. Heinshon, who joined American in 1949 *as a sales representative in Philadelphia, fills the position vocated by George W. Peterson, who recently retired.*



Frank Heinshon

•

A new line of drinking water coolers, including three pressure-type and two bottle-type models, has been introduced by the Frigidaire Division of General Motors Corp., Dayton, Ohio. All are self-contained and powered by the Frigidaire "Meter-Miser" refrigerating compressor. The pressure-type models have a capacity for cooling 6, 12 or 18 gallons of water per hour, while the bottle-types have a capacity of up to two gallons.

•

A national advertising campaign to publicize its lighting service to theatres, consisting of installation of feature displays and rental of equipment, has been launched by the Jack A. Frost Electrical Contracting Co., Detroit. Among the publications in which ads have appeared are the *Motion Picture Herald* and *Better Theatres*. Ruse & Urban, Inc. also in Detroit, is now conducting all advertising and public relations for the Frost organization.

•

Technical data to simplify the choice of proper air diffusers in air conditioning systems is contained in o new 64-page selection manual issued by the Anemostat Corp., New York, available upon request. Now in a third revised edition, the manual has a new section on duct take-off design. It is illustrated with photographs, tables on performance data and case examples, showing how proper locations and the correct number of required units are determined.

Commercial Color Television Is A Long Way Off, Says Baker of NTSC

Washington, March 29.—Commercial color television is still a long way off, according to W. R. G. Baker, head of the National Television System Committee, the television industry group developing the new "compatible" color television system.

He told the House Commerce Committee Friday that he would guess that it would be at least nine to 15 months before his group finishes field tests on its new color system and gets approval from the Federal Communications Commission. After that, he pointed out, there must be another wait while the manufacturers tool up for mass production of the new color receivers and while the cost of the new sets is brought within the reach of the general public.

However, Dr. Baker made it plain that experimental color broadcasting was well advanced. "The NTSC is unanimously convinced," he said, "that under its supervision there has been prepared a set of standards capable of producing a superlative system of color television—a system which is completely compatible with the receivers now in the hands of the public. In fact, produces a superior monochrome picture as well as a superior color image."

He suggested that the FCC formally recognize and support the NTSC program, and that it relax its restrictions to permit wider experimental use of the NTSC system.

FCC chairman Paul Walker is scheduled to testify before the House Committee on Tuesday.

SMPTE Meet

(*Continued from page* 1)

National Theatre Supply disclosed in New York at the weekend that attendance of 1,000 film and television technicians are expected.

The advance program, shows television papers set to accommodate television engineers who will meet the same week at the Los Angeles Biltmore Hotel with the National Association of Radio and Television Broadcasters.

Mitchell Wolfson, Florida theatre owner, will give the engineers an experienced exhibitor's eye-view of 3-D, wide-screen pictures, theatre television and drive-ins, as guest speaker at the opening luncheon on Monday, April 27.

Technical session schedules include addresses by Dr. Harvey Fletcher, authority on sound and hearing; R. A. Sherman of Bausch & Lomb on stereo vision; a tour of CBS Television City; an engineering symposium on stereo motion pictures, with J. A. Norling, R. J. Spottiswoode and A. J. Hill conducting a panel discussion of stereo production and exhibition.

A screen brightness symposium and papers on drive-ins will be featured, particularly a report by R. L. Estes of Eastman Kodak on "Effects of Stray Light on Projected Picture Quality."

Blumofe Setting UA's Coast Unit

HOLLYWOOD, March 29.—Robert F. Blumofe, recently appointed West Coast representative of United Artists, tomorrow begins setting up the company's new Hollywood organization at offices in the Samuel Goldwyn Studios.

Blumofe returned here over the weekend from a four-week visit to United Artists' New York headquarters. During his stay there, Blumofe conferred with UA president Arthur B. Krim, board chairman Robert S. Benjamin and other executives.

As West Coast representative, Blumofe will represent United Artists in negotiations for new pictures with independent producers and serve as the company's liaison with producers whose films are released by UA.

Schwartz Reports

(*Continued from page* 1)

MOTION PICTURE DAILY on March 19, was $1,025,000 compared to $1,322,069 in 1951.

Based upon the 3,914,913 shares outstanding, the earnings for 1952 were equal to 26 cents a share. Virtually all RKO Theatres will be equipped for three-dimensional motion pictures in the near future, it was stated by the circuit's head.

16 Witnesses

(*Continued from page* 1)

other trade practices, will open at 10 A.M. Tuesday in court room No. 9 of the Los Angeles Federal Building.

Senator Schoeppel (R., Kans.), as chairman of the monopoly sub-committee, will preside, and sub-committee members Gillette (D., Iowa) and Smathers (D., Fla.) will attend.

Senator Schoeppel said the hearings would probably last through Thursday. Later, hearings are planned in Washington, probably during the week of April 13.

Exhibitor witnesses scheduled to testify are: Albert and Wayne Hanson, president and general manager, respectively, of South-Lyn Theatres, South Gate; Cecil Vinnicoff, chairman of the trade relations committee of the Southern California Theatre Owners Association, Los Angeles; Burton I. Jones, president of the Independent Theatre Owners of San Diego County, La Mesa; Milton B. Arthur, president of Cabart Theatres Corp., Long Beach; Jack Y. Berman, Los Angeles; Edward S. Calvi, Hawthorne; Mrs. Bess Mednick, Trojan Theatre, Los Angeles; Alfred J. Olander, Montebello; Alex Schreiber, Beverly Hills; Earl Strebe, Palm Springs; Guy W. Meek, Atherton; Ben Levin and Homer Tegmeier, representing the Independent Theatre Owners of Northern California, San Francisco; Paul Swickard, San Morino, and Jack Goldman, Los Angeles.

Sen. Schoeppel said the names of distributor witnesses, who will follow the theatre owners, will be announced after the hearings open.

Now Available

VERSATILE RCA SOUND HEAD

adaptable for magnetic-photographic-standard

TO keep pace with today's new methods in sound presentation, RCA engineers have designed a sound head so versatile it can be adapted for use with virtually all currently proposed sound-on-film techniques.

With this latest sound head, you'll be ready to show, to their best advantage, the finest of the new film attractions whether they be 3-D, or standard; stereophonic, or single-track film. Yes, if you buy RCA's latest sound head, you will be prepared, through an equipment adaptation, to provide your patrons with quality sound reproduction for any of these film recording methods:

- **3-D conventional photographic sound track**
- **3-D stereophonic triple magnetic sound track**
- **2-D conventional photographic sound track**
- **Sound effects track**

Best of all, you'll be getting a sound head designed for rugged day-in and day-out theatre operation. You'll be assured of true equipment economy—long life with negligible maintenance expense and readily available replacement parts when necessary. Furthermore, you can arrange for dependable service from the RCA Service Company. Make sure your show has uninterrupted sound—protect yourself by buying the latest RCA sound head.

Ask your RCA Dealer also about the new theatre sound system RCA is readying for the latest film techniques—brilliant, new speakers, new amplifiers of greatly advanced design, powerful auditorium speaker units.

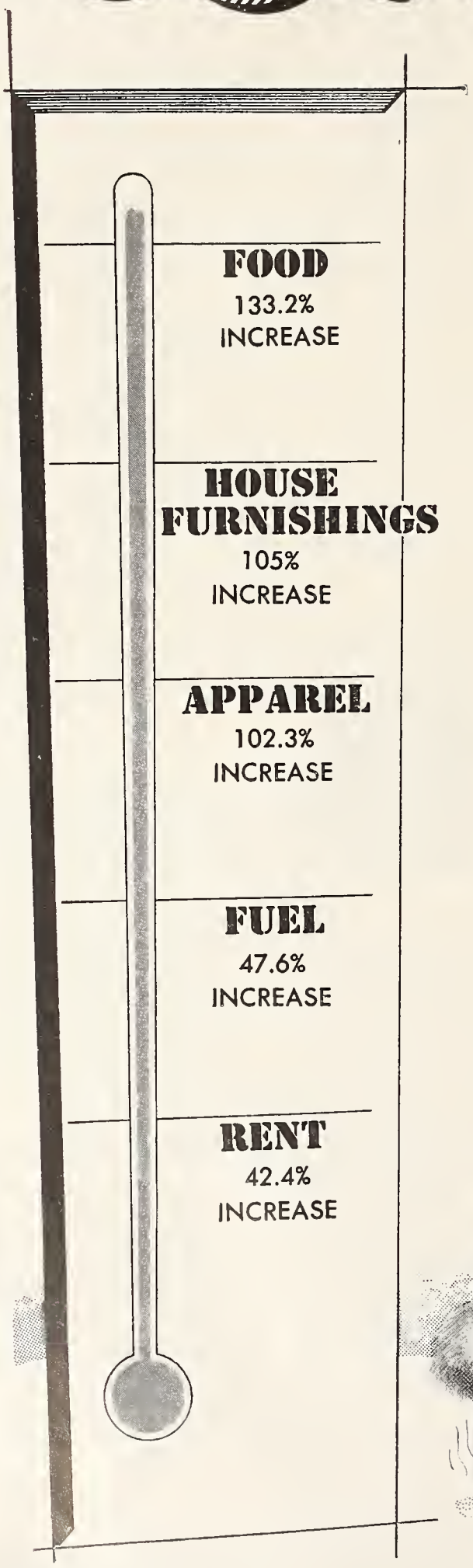
Here's news for users of late-model RCA sound heads. RCA is now making available a kit to convert your late-model RCA sound head right on the spot. Ask your RCA Dealer about fast, low-cost conversion.

RCA

THEATRE EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: R C A VICTOR Company Limited, Montreal

COLD FACTS about HIGH PRICES!



If your temperature has been rising along with soaring prices . . . you'll find the answer in the Bureau of Labor Statistics' revelation that the Cost of Living has increased 90.8% since 1939. FOOD has soared 133.2% . . . HOUSE FURNISHINGS, 105% . . . APPAREL, 102.3% . . . FUEL, 47.6% . . . RENT, 42.4%. And while this has been happening, the cost of YOUR theatre's equipment and supplies has taken an average 98.9% jump since 1940 (according to The Exhibitors Digest).

But here's a COOL, comforting thought in the midst of this high-price inferno. Just compare these rising expenses with the negligible increase, IF ANY, you've given NSS during all these years of skyrocketing increase.

Yes, Compare ALL your costs with the LOW COST, Service-With-A-Smile Policy of The Prize Baby!



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 73. NO. 61 NEW YORK, U. S. A., TUESDAY, MARCH 31, 1953 TEN CENTS

New 3-D Flurry In the U.S. And in Canada

Field Reports Several Large Circuit Orders

A new flurry of 3-D installations across the country was reported from field correspondents.

Blumenfeld Theatres of Northern California has ordered screens and equipment for 14 theatres in preparation for the showing of 3-D films. Meanwhile, it was disclosed that RCA stereophonic sound systems are being installed in four Texas theatres of the Interstate Circuit in time for the April 14 premiere of Warner Brothers' 3-D "House of Wax." The Texas houses are: Majestic, Dallas, Texas, San Antonio; Palace, Fort Worth; Majestic, Houston.

RCA, at the same time, disclosed that several large theatres will soon install two additional RCA projectors in their booths to make possible an uninterrupted 3-D program. Two of the theatres, it was reported, are the

(Continued on page 5)

Ramsdell Exhibits Stereo Equipment

Floyd A. Ramsdell, president of the Stereo Corp., who is said to have spent 13 years in three-dimensional research, yesterday demonstrated his stereo films and equipment for the press at the Hotel Gotham here. Ramsdell revealed that he had been issued a patent on Dec. 10, 1952, and that a patent on his 35mm. stereo camera had been granted him on March 10 of this year.

Ramsdell demonstrated the problems of determining correct interocular for the making of long shots, medium shots and close-ups, using an

(Continued on page 5)

O'Connor Names 55 Charity Drive Aides

A motion picture industry committee of 55 to serve as part of the Cardinal's Committee of the Laity in the 1953 Catholic Charities drive of the Archdiocese of New York, which seeks $2,500,000 in gifts through 50 businessmen's committees, was announced here yesterday by John J. O'Connor, vice-president of Universal

(Continued on page 4)

Start Independent U.K. Theatre Unit

London, March 30.—A group of independent exhibitors headed by Frank Gardner, who operates a 530-seater at Walton-on-Thames, have formed the Association of Independent Cinemas here. Membership is open to any exhibitor without production or distribution ties.

Cinematograph Exhibitors Association, which includes affiliated theatres in its membership, heretofore has had the exhibitor organization field to itself. There have been other attempts in the past to form breakaway factions but all have failed.

5-Year Statute of Limitations on Trust Suits Okayed

WASHINGTON, March 30.—A House Judiciary sub-committee has approved legislation to set up a uniform five-year Federal Statute of Limitations on private treble damage anti-trust suits.

The bill has been favorably reported to the full committee, which may act on the measure Thursday.

At present, the time limit on private anti-trust suits is set by state statutes,

(Continued on page 4)

G.P.E. Profit, Sales Up Sharply in 1952

General Precision Equipment Corp. yesterday reported consolidated net income for 1952 of $1,255,278, after provision of $1,700,000 for Federal taxes. In 1951 the company had consolidated net earnings of $596,546 after providing $460,000 for Federal taxes.

Consolidated net sales of G. P. E. and subsidiaries reached a new high of $54,326,849 last year, an 82 per

(Continued on page 4)

Reject Resignation Of Loewenstein

OKLAHOMA CITY, March 30.—The board of directors of the Theatre Owners of Oklahoma, at a meeting here today, unanimously rejected Morris Loewenstein's resignation from the presidency, which arose out of the

(Continued on page 4)

Italy Seeks More Co-production As Result of New Pact

ROME, March 30.—The Italian film industry hopes that the American-Italian co-production projects can be developed further by using blocked money, according to Eitel Monaco, president of the Italian Producer-Distributor Association, who represented his industry in the new Italian-American film accord confabs. Monaco said that the Italians also hoped that American funds that were granted to the Italian Films Export Company would result in U. S. companies receiving $3,000,000 by June and that the amount would surpass $5,000,000 by Aug., 1954. This would mean, he said, that the American companies could expect remittances of approximately $10,000,000 next season.

Film industry sources here said that the Italian-American agreement had been reached quickly and easily after Eric Johnston, president of the MPAA, here from New York, had re-

(Continued on page 4)

SIMPP to Demand Italian Bank Balance

The Society of Independent Motion Pictures Producers will not accept a new Italian film pact with U. S. distributors unless it includes a provision to permit its members to have their own bank accounts in Italy, Ellis Arnall, president of the SIMPP, said here yesterday. Arnall said he would go to Washington today to discuss the issue with representatives of the State Department. Modification of the agreement also will be sought, but the exact changes to be asked for have not been determined, Arnall said.

Arnall pointed out that the agreement still had to be approved by the

(Continued on page 4)

Local H-63 Awaits Mediator's Action

Louis Stone, Federal Mediation and Conciliation commissioner, has conferred with both the distributors and Local No. H-63 of the Film Exchange Employes Union in regard to the impasse in the negotiations for a new contract here, but he will not be able to delve deeper into the controversy until he completes current hearings in Paterson in a New Jersey Telephone Co. labor deadlock.

Meanwhile, Russell Moss, executive vice-president of Local H-63, is awaiting Stone's availability and the return

(Continued on page 5)

Hearing on the Mason Bill Set For April 20

Industry Experts Feel They Have A Good Case

WASHINGTON, March 30. — The House Ways and Means Committee today scheduled hearings for one day, on April 20, on the Mason Bill to exempt motion picture theatres from the 20 per cent Federal admission tax.

Members were quick to emphasize that this was no guarantee that the Committee would vote to lift the tax. Several said they felt in view of the revenue loss involved that action should be delayed at least until the next session.

Committee Chairman Reed (R., N. Y.) said, however, that he thought his Committee would report out the Mason bill. He stated that the reason for holding the ticket tax hearings now, before and separate from hearings on excise reductions gener-

(Continued on page 5)

Goldwyn Says Story, Not Process, Counts

Any new system of producing and exhibiting motion pictures can serve only to enhance them in a technical sense and the best pictures will continue to be those with the best stories and best casts, Samuel Goldwyn told a group of New York film critics at a luncheon at the Sherry Netherland Hotel here yesterday.

Goldwyn said that he expects the novelty of 3-D pictures to wear off in about a year, but that the future will bring a new type of screen which

(Continued on page 5)

'Go Slow on 3-D,' U.K. Theatres Told

LONDON, March 30.—A strong warning to exhibitors against rushing into 3-D experiments is contained in a report by Leslie Knopp, technical adviser to the Cinematograph Exhibitors Association.

The report emphasizes that unless C. E. A. takes immediate measures to insure standardization of 3-D and large screen systems, the British in-

(Continued on page 5)

Personal Mention

SIR MICHAEL BALCON, British producer, will leave England for New York on the *S.S. Queen Elizabeth* tomorrow.

•

BERNARD J. PROCKTER, president of Prockter Television Enterprises, has been appointed chairman of the radio-TV and stage artists division of United Jewish Appeal.

•

JOHN C. FLINN, Allied Artists director of advertising-publicity, is in Miami from New York, accompanied by HARRY GOLDSTEIN, Eastern publicity head.

•

RUDOLPH JELLINEK, general manager of the Paramount International office in Germany, will leave New York today by plane for Frankfurt.

•

RUSSELL HOLMAN, Paramount Eastern production manager, will leave New York on Thursday for a 10-day vacation in Pinehurst, N. C.

•

WILLIAM E. OSBORNE, assistant export manager of Allied Artists' foreign subsidiary, has left Hollywood for New Zealand and Australia.

•

ROBERT L. JACKS, 20th Century-Fox producer, and HENRY HATHAWAY, director, will leave Hollywood for England on April 11.

•

H. M. RICHEY, M-G-M exhibitor relations head, is at White Plains Hospital, White Plains, N. Y., for a checkup.

•

REG WHITLEY, London *Daily Mirror* film critic, is visiting at the Paramount studio in Hollywood.

•

HOWARD DIETZ, M-G-M advertising-publicity head, returned here from the Coast yesterday.

•

NORMAN PANAMA Paramount producer, is in New York from the Coast.

'Rouge' in Capitol 'Golden Circle'

"Moulin Rouge" will enter the "golden circle" of the longest runs at the Capitol Theatre tomorrow when the United Artists release begins the eighth week of its New York premiere engagement.

Only three films have exceeded eight weeks at the Capitol: "Gone With the Wind" played 11 weeks and two days in 1939, "Since You Went Away" played 10 weeks in 1944 and "Anchors Aweigh" played 10 in 1945.

To Honor Gardiner

BOSTON, March 30. — The Variety Club of New England will be host at a testimonial luncheon at the Hotel Bradford Roof Garden on April 7 to William H. Gardiner, RKO Radio sales manager here, who is retiring after 40 years in the industry, 27 of them with RKO. Arthur Lockwood will be toastmaster, and William S. Koster, executive director of the tent, is in charge of arrangements.

EK Reports Improvements In Processes, Products

ROCHESTER, N. Y., March 30.—Improvements in professional motion picture and television products and processes were cited here by Eastman Kodak in the company's annual report by Thomas J. Hargrave, chairman, and Dr. Albert K. Chapman, president.

A new type of color negative film for professional motion pictures has been developed for use with tungsten rather than the customary arc lights. This was done at the request of the industry which has sought cooler as well as cheaper, simpler ways to make color pictures.

An experimental continuous film projector system will make use of an entirely different method of projecting films into a TV transmitter. Laboratory tests are expected in 1953.

A project "of great future public interest" is color television. Though widespread color TV is still in the future, Kodak said it has been experimenting with photo materials for color telecasts. As part of this program, the company has installed an experimental color TV "network" in its laboratories here.

Kodak said sales of professional films are running at a good level. "Demand in this market for color film was strong, and the television film market continued to grow. It was still, however, a moderate part of Kodak's motion-picture film sales," it was stated.

Television used 400,000,000 feet of film from all sources, including Kodak, in 1952, a gain of some 50,000,000 feet over 1951.

Research may improve the quality of televised films. One development, a continuous film projector, gives some promise of making TV films clearer and more pleasing to the eye than many live telecasts, the report disclosed.

Leaders on Dais at B'nai B'rith Affair

Distribution and exhibition leaders have accepted the invitation of Cinema Lodge, B'nai B'rith to occupy the dais at the Lodge's presidents' luncheon at the Hotel Astor here on Wednesday, April 8, at which Martin Levine, retiring president, will be honored and at which Burt Robbins, newly-elected president, will be installed, reports A. W. Schwalberg, chairman of the luncheon committee.

Among those who have already accepted invitations to participate are Harry Brandt, Alfred E. Daff, George Dembow, Ned E. Depinet, S. H. Fabian, Charles J. Feldman, Emanuel Frisch, William German, Arthur Krim, Edward Lachman, Walter Reade, Jr., Charles M. Reagan, Sam Rinzler, Herman Robbins, Sam Rosen and Fred Schwartz.

Boasberg, Walton Touring Exchanges

Charles Boasberg, general sales manager for RKO Radio, and Edward L. Walton, executive assistant to J. R. Grainger, president of the company, will leave New York tomorrow on a three-week tour of the company's branches in Minneapolis, Seattle, Portland, San Francisco and Los Angeles.

They will discuss distribution plans for Edmund Grainger's "Split Second," David E. Rose's "Sea Devils," Sol Lesser's "The 3-D Follies," RKO-Pathe's "Louisiana Territory," filmed in 3-D with the Norling camera, and "Below the Sahara," "The Big Frame" and "Count the Hours."

On April 13 Boasberg and Walton will join Grainger in Hollywood for meetings with Howard Hughes, chairman of the board, and C. J. Tevlin, in charge of studio operations.

Services Tomorrow For Wm. Engelhardt

Funeral services for William L. Engelhardt, 61, for 31 years a tax accountant with Loew's, Inc., who died on Saturday at his home, in Rockeville Centre, L. I., after a long illness, will be held tomorrow from the Weigand Funeral Home, Baldwin, L. I. Burial will be in Pinelawn National Cemetary. His widow and two children survive.

Theatres Close for Queen

LONDON, March 30. — Theatres throughout the country will remain closed until 5:00 P.M. tomorrow following funeral services for Queen Mary. Her Majesty was an enthusiastic film "fan" and was regarded as a faithful friend and patron.

A. E. Chadick Dies In Ohio Train Wreck

A. E. Chadick, executive vice-president of Motion Picture Advertising Service of New Orleans, was one of the fatalities in the wreck of three New York Central railroad trains in Ohio last weekend. Chadick, who was 52 years old, had been with the company for 25 years and was well known as a host at many exhibitor conventions in his post as director of theatre relations.

Before joining MPAS, Chadick had been manager of the Saenger Theatre in New Orleans. His brother, Joseph Chadick of Dallas, made the identification and arranged for funeral services in New Orleans.

Other survivors are his widow, Doris, and a daughter, in New Orleans.

'Ike' Asks Congress For Tax Commission

WASHINGTON, March 30. — President Eisenhower today asked Congress to set up a commission to study overlapping taxes and other Federal-state-local relations.

He urged prompt action so the commission could have its report ready for the next session of Congress.

Bell TV Network Has 126 Stations

Two more television stations have been added to the Bell Telephone System's nationwide network of television facilities. The two stations are WICC-TV, Bridgeport, Conn. and KVTV, Sioux City, Ia.

Network programs are fed to Bridgeport from the New York-Boston radio-relay route and to Sioux City from the transcontinental radio relay system at Omaha. With the addition of the two stations, inter-city network programs are now available to 126 television stations in 81 cities in the United States.

Chretien Hopes to Adapt for Video

Professor Henri Chretien, the inventor of 20th Century Fox's CinemaScope wide screen process, is now involved in adapting his system to give depth to home television programs, according to dispatches from Paris.

The 74-year-old scientist said that his process was available to the film industry years ago, but there was no response then. He finds his system in demand by the film industry when he hopes to apply it to television.

Eastman Resignation Brings WB Changes

With the resignation of Clayton Eastman as branch manager for Warner Brothers in Buffalo to go into business for himself, Ben Kalmenson, Warner vice-president in charge of distribution, has effected the following changes:

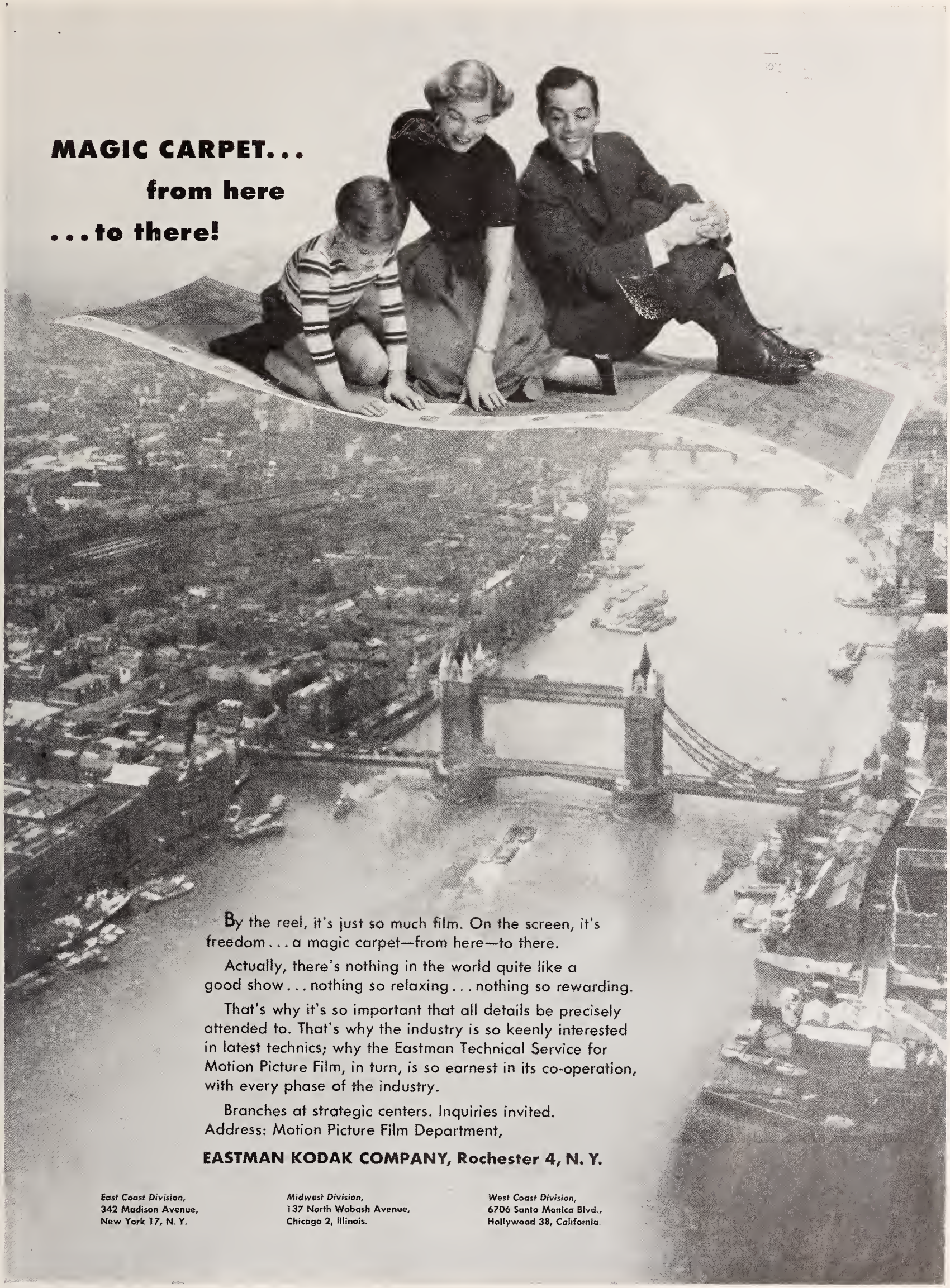
James S. Abrose is appointed branch manager in Cincinnati; Ralph H. Dunbar, Cincinnati branch manager, has been made branch manager in Milwaukee; Nat Marcus, Milwaukee branch manager, is appointed branch manager in Buffalo.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
DORIS DAY • GORDON MacRAE
"BY THE LIGHT OF THE SILVERY MOON"
Color by Technicolor — A Warner Bros. Picture
Plus The Music Hall's Great Easter Stage Show

ALFRED HITCHCOCK'S "I Confess"
STARRING MONTGOMERY CLIFT ANNE BAXTER
in Person MISS PATTI PAGE BOBBY SARGENT CLARK BROTHERS EXTRA JERRY WALD AND HIS ORCHESTRA
PARAMOUNT TIMES SQUARE Midnight Feature

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By the reel, it's just so much film. On the screen, it's freedom . . . a magic carpet—from here—to there.

Actually, there's nothing in the world quite like a good show . . . nothing so relaxing . . . nothing so rewarding.

That's why it's so important that all details be precisely attended to. That's why the industry is so keenly interested in latest technics; why the Eastman Technical Service for Motion Picture Film, in turn, is so earnest in its co-operation, with every phase of the industry.

Branches at strategic centers. Inquiries invited. Address: Motion Picture Film Department,

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division,
342 Madison Avenue,
New York 17, N. Y.

Midwest Division,
137 North Wobash Avenue,
Chicago 2, Illinois.

West Coast Division,
6706 Santa Monica Blvd.,
Hollywood 38, California.

Trust Suits

(Continued from page 1)

which range from one to 20 years. Exhibitors had urged a Federal statute of at least five or six years; producers had sought a much shorter time limit.

Under the sub-committee bill, the new statute would not go into effect until six months after the bill becomes law. It would not be retroactive, either—that is, if, at the time the bill becomes law, a private suit arising out of past damages were barred by a two or three or four-year statute, it would not be revived by the longer Federal statute. This is a victory for film producers, who had feared that a long Federal statute might revive many claims barred under state laws.

However, any case which, six months after enactment, still would not be banned by the state statute would get the full five years of the Federal law.

The bill would also change the present law's provision on the effect a government anti-trust suit has on extending the time limit for private cases. At present, the statute of limitations is "tolled" or "extended" while a government anti-trust suit is pending. Under the pending bill, if the five-year period had expired while the government suit was pending, the private parties would have one year after the end of the government suit in which to bring their suits.

The bill would also give the government power to sue for actual—rather than treble—damages when it is directly injured by an anti-trust violation.

SIMPP Demands

(Continued from page 1)

Italian government and signed by the companies before the accord becomes effective, indicating that changes may be made before the pact becomes a fact.

Eric Johnston, president of the Motion Picture Association of America, who now is in Rome, cabled the MPAA office here yesterday, asking for recommendations which will lead to a final agreement. Arnall said that there were many points that were not clear and that SIMPP's position could not be stated officially until the terms of the pact had been given further study.

Italians Hope

(Continued from page 1)

ceived reports from the U. S. on the necessity of breaking the present predominance of Italian exhibitors who practically controlled the Italian market owing to the protective bill which expires in August. This measure forbids guaranteed minimums and establishes film rentals and percentages.

Monaco is reported to have told Johnston that he would urge the Italian government not to extend those protective regulations.

In Fabian Drive-in Post

ALBANY, N. Y., March 30.—Phil Rapp, manager of the State, Schenectady, has been named supervisor of the Mohawk and Saratoga drive-ins by Saul J. Ullman, Fabian division manager. During his absence from the State, Rapp's brother, Lou, will have charge of that theatre, as well as the Erie.

G.P.E. Profits

(Continued from page 1)

cent gain over the previous year's $29,872,429. However, sales of motion picture equipment and supplies, an important phase of the company's operations, were slightly lower last year. Hermann Place, G. P. E. board chairman and president, attributed the decline to restrictions on theatre construction, particularly drive-ins, and to the generally unsatisfactory box-office condition last year.

Place told stockholders that the ending of construction restrictions and the advent of 3-D processes should "substantially stimulate the company's sales."

Says Md. Censor Bill Would Hit Schools

BALTIMORE, March 30. — Dr. John H. Fischer, Baltimore public schools superintendent, declares any bill to tighten film censorship in Maryland would bring the censor's stamp in the classroom or public schools.

He declares the proposal to expand censorship as now before the General Assembly would rob school officials of their traditional right to choose films as they have text books. An amended bill concerning censorship laws has been prepared by Sydney Traub, chairman of Maryland's three-man censor board.

F & M Wins Point in Suit vs. Paramount

The U. S. Circuit Court of Appeals here yesterday ruled for Fanchon & Marco in an appeal as to its right as a stockholder to bring suit in the name of the Paramount Hollywood Theatre Corp., which is 50 per cent owned by F. & M. and 50 per cent by Paramount Pictures.

Paramount had declined to join with F. & M. in bringing an anti-trust suit on behalf of the Hollywood Paramount against Paramount Pictures. Harry C. Arthur, Jr., F. & M. president, said the court's ruling means that "Paramount Hollywood Theatre Corp. shall be entitled to a trial of the anti-trust suit against Paramount Pictures."

Yankee Network to Map MGM Campaign

Representatives of the Yankee Network throughout New England will meet in Boston today to discuss the television and radio campaign on M-G-M-'s re-issue of "Trader Horn," which starts 250 New England dates on April 18. This will be one of the biggest air medium saturation campaigns yet attempted by Metro, with concentration on TV, the company reports.

Attending the sessions from New York will be Ernest Emerling and Emery Austin of M-G-M, and Terry Turner, representing Mutual Broadcasting System, of which the Yankee Network is an affiliate.

H. M. Warner Adds to Stock Holdings

WASHINGTON, March 30. — Harry M. Warner, president of Warner Bros., bought 2,200 shares of his company's common stock in February, increasing his holdings to 245,200 shares, according to a report to the Securities & Exchange Commission. Warner also has a beneficiary interest in a trust of 16,000 shares.

Also reported was the purchase of 2,500 shares of 20th Century-Fox common in February by Robert Lehman, a director, bringing his holdings to 10,000 shares.

NEWS in Brief . . .

LONDON, March 30. — J. Arthur Rank has directed that 400 of his Odeon and Gaumont theatres be made available to Methodist ministers who wish to speak to audiences from the stage during the Easter period.

In addition, Rank, a devoted churchman, has arranged for 25 of his theatres, which normally would be closed on Good Friday in accordance with local ordinances, to open for religious services and film shows arranged in conjunction with the Methodist Church Home Mission.

Special Easter services and the showing of a 45-minute film, "Which Will Ye Have?", made to the order of Rank's Religious Films, Ltd., have been arranged at the 25 theatres ordinarily closed on that day. No admission charge will be made.

•

Because the Edison Electric Institute is planning a 75th anniversary jubilee commemorating Thomas A. Edison's introduction of electric light, Jules Levey, currently producing "The Story of Edison," may hold up the release of his picture in order to tie in with the celebration. The Institute, which represents various Edison companies, is planning the observance for late this year and has contacted Levey on cooperating in the promotion.

•

PORTLAND, Ore., March 30.—Thomas J. Walsh, veteran exhibitor and distributor, will succeed Jack Matlack as executive assistant to Mrs. J. J. Parker of the Parker Theatres. Matlack has resigned after eight years with the company to operate a drive-in.

•

PHILADELPHIA, March 30. — A Stanley-Warner Theatres-Philadelphia *Daily News* $25,000 "Dream Home" contest opened here last week and has so far drawn a record response, according to Ted Schlanger. S-W zone manager.

Part of a "Showmanship Crusade" said to be the biggest promotional campaign ever embarked on by a group of theatres, the house—as well as furnishings and a 1953 Chevrolet—will go to a patron of an S-W house in Philadelphia.

•

HOLLYWOOD, March 30. — Jack L. Warner, executive producer, leaves next weekend to attend the world premiere of Warner Brothers' "House of Wax" in New York at the Paramount Theatre on April 10.

Reject Resignation

(Continued from page 1)

Video Independent Theatres taking membership in the newly formed Oklahoma Allied unit as well as Loewenstein's TOA group.

The board also changed the convention date from May to September, feeling that by the latter month there will be more definite information on the questions of 3-D development and admission tax exemption.

Charity Drive

(Continued from page 1)

Pictures, who is chairman of the motion pictures committee.

George J. Schaefer is treasurer of the drive and L. Douglas Netter, Jr., of Altec Service Corp., is vice-president of the committee.

The committee includes the following: Frank J. Alford, Motion Picture Export Association; Charles A. and John W. Alicoate, *Film Daily;* William E. Barry, Shea Enterprises; Frank E. Cahill, Jr., Warner Brothers; Francis X. Carroll, 20th Century-Fox; Patrick Casey, Casey Enterprises; Thomas J. Connors; Robert W. Coyne, COMPO; Thomas Crehan, RKO Theatres; William Cronin, Comerford Theatres; John Dervin, Allied Artists.

Also, Russell V. Downing, Radio City Music Hall; Al Duryea, Pathe Laboratories; Joseph Eagan, and Si Fabian, Fabian Theatres; James M. Franey, United World Films; James M. Geoghan, Century Theatres; Edmund C. Grainger, RKO Theatres; James R. Grainger, RKO Pictures; William J. Heineman, United Artists; Walter F. J. Higgins, Prudential Theatres; William W. Howard, RKO Theatres; John Hughes, United Artists.

Also, John Kane, Columbia; Sherwin Kane, MOTION PICTURE DAILY; Austin C. Keough, Paramount; Frank J. Kiernan, Stanley-Warner; Fred Lynch, Radio City Music Hall; Thomas J. Martin, Warner Brothers; Paul C. Mooney, Sr., National Screen Service; Peter J. Mooney, Audio Productions; James Mulvey, Samuel Goldwyn Productions; John F. Murphy, Loew's; William P. Murphy, Republic; Joseph A. McConville, Columbia; Joseph E. McMahon, Republic; William J. McShea, RKO Pictures; Paul D. O'Brien, O'Brien, Driscoll & Raftery; Robert H. O'Brien, American Broadcasting-Paramount Theatres.

Also, Thomas F. O'Connor, RKO Theatres; Charles L. O'Reilly, ABC Vending Corp.; Edward K. O'Shea, Paramount Film Distributing Co.; Martin Quigley; Charles M. Reagan, M-G-M; Phil Reisman, Joseph P. Kennedy Industries; Herman Robbins, National Screen Service; George J. Schaefer; George Skouras, Skouras Theatres; Spyros P. Skouras, 20th Century-Fox; Edward J. Smith, Jr., RKO Pictures; Nick Tronolone; Frank C. Walker, Comerford Theatres; Richard F. Walsh, IATSE, and William A. White.

Amusement Unit for N. Y. Catholic Appeal

A radio, television and theatre committee has been organized to work in behalf of the 1953 New York Catholic Charities Appeal. Eugene J. McCarthy of Columbia Broadcasting is chairman, assisted by these vice-chairmen: William D. Gargan, William Gargan Productions; "Uncle Jim" Harkins, of National Broadcasting; Thomas J. McDermott, N. W. Ayer and Son, and James McGarry, of Batten, Barton, Durstine & Osborn.

The group will serve as a unit of the special gifts committee of the Cardinal's committee of the laity, of which John A. Coleman is executive chairman. The goal of the Catholic Charities Appeal this year is $2,477,138, of which the special gifts committee has accepted a quota of $1,000,000.

New 3-D Flurry

(*Continued from page* 1)

Randolph, Philadelphia, and Paramount, New York.

In Northern Ohio, 70 theatres or an estimated 17 per cent of the total number in that section have contracts for 3-D equipment installations with National Theatre Supply Co., NTS branch manager Frank Masek disclosed.

In Knoxville, Tenn., the Riveria Theatre plans to be the first house in that city to put in 3-D projection equipment.

Meanwhile in Canada, 46 theatres in key cities, representing most of the major circuits, plan to present United Artists' 3-D "Bwana Devil" beginning tomorrow. At the same time, Canadian general manager for Warner Brothers, H. M. Masters, announced in Toronto that the Canadian premiere of WB's 3-D "House of Wax" will be held at 10 Famous Players' theatres across the country on April 23 or 24.

In Portland, Ore., 13 CinemaScope installations have been ordered by Pacific Northwest Theatres, according to Frank L. Newman, Sr., president of Evergreen Theatres in Oregon and Washington. William Thedford, Evergreen vice-president, said the CinemaScope screens have been ordered for installation by Oct. 1.

Sterophonic sound and 3-D screens are slated for 11 of the J. J. Parker Theatres in Washington and Oregon, Mrs. J. J. Parker, disclosed.

In Nashville, Kermit Stengel, executive vice-president of Crescent Amusement Co., announced plans for equipping Crescent houses with the 20th Century-Fox wide screen process. The Tennessee, Paramount and Knickerbocker, Nashville, are the houses to which first installations are likely to be made.

'Go Slow on 3-D'

(*Continued from page* 1)

dustry may be plunged into investments which it cannot afford and which might damage future patronage through the exploitation of inferior or unsatisfactory systems.

Analyzing the various American systems, Knopp's report comments that "They have lain dormant for many years and it seems that they have only recently been brought forward, particularly in America, as a means of arresting decline in cinema audiences."

Meanwhile, "Bwana Devil," which was given an acid reception by critics here, continues to play to outstanding business at J. Arthur Rank houses here and in Leeds, Birmingham and Glasgow.

Sir Alexander King, Scottish exhibitor, said: "It puts back the industry 20 years. I went to be entertained. I came out with a headache."

There are indications here that a subtle attack by interests concerned may be made on polarized glasses on the ground of public risk from imperfectly sterilized viewers.

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Short Subject

"The Alaska Eskimo"

(Disney-RKO Radio)

This is the first in a new series of Walt Disney films portraying "interesting people and places" and it shapes up as one of the most interesting featurettes to come along in quite a spell. Filmed in color by Technicolor with the cooperation of the U. S. Department of the Interior's Alaska Native Service, the picture traces the daily life of a hardy Eskimo family through the four seasons of the year, depicting the preparations that must be made in the summer for the long and difficult winter.

Hunting, fishing, playing, preparation of food from a captured whale, gathering of drift wood, the making of clothes—all are in the day's work in the typical Eskimo village. The fine photography is embellished by excellent descriptive commentary. The picture is deserving of marquee billing and some extra advertising.

Alfred G. Milotte photographed the subject, which is narrated by Winston Hibler. Running time, 27 minutes.

Stereo Showing

(*Continued from page* 1)

identical scene in each instance. He also presented a formula for determining in advance the locating of each sequence in relation to the screen. The interocular of his camera can be moved to zero, whereas others have a minimum of three-quarters of an inch, he explained.

The Ramsdell 35mm. cameras are placed at right angles to each other, with the "left eye" camera photographing in conventional two dimensions, while the lens of the second camera photographs the images reflected on a mirror in front of the first camera.

The demonstrations included both slides and motion pictures. The results were outstanding, giving vivid depth and clear images in long and medium shots and close-ups. Polarized glasses are necessary, but, as Ramsdell pointed out, the viewers should not be difficult on the eyes if mathematical precision has been achieved in both production and exhibition.

Ramsdell said that he had shown the equipment to some Hollywood producers and, while no deals were set, prospective contracts were in the "talking stage." A.S.

Local H-63

(*Continued from page* 1)

to New York of Richard Walsh, IATSE president, before proceeding on the next step in breaking the impasse. Walsh is due back from an out-of-town trip tomorrow and he will be consulted on the question of whether the "IA" will step into the controversy.

To date, distributors have rejected the union's demands for a number of points including a 25 per cent wage increase, a re-scaling of the work-week and other proposals.

3-D Used to Lower Texas Ticket Tax

AUSTIN, TEX., March 30.—The expected increased revenues from three-dimensional films were used with success in lowering the Texas tax on admission taxes.

The Texas Legislature approved and sent to Gov. Allan Shivers a bill slashing state taxes on theatre tickets—exempting all tickets selling for less than 80 cents. The tax rate on all tickets from 80 cents to $1 would be lower, but the state would continue to take 10 per cent of higher price tickets. It now levies a flat 10 per cent on all tickets costing over 50 cents.

One reason for the legislative nod: Sponsors of the bill claim revenues from ticket tax collections would not decline as a result of the tax cut. They pointed to 3-D, saying it would help assure tax payments during 1953 to exceed 1952's.

Mason Bill

(*Continued from page* 1)

ally, was because "this industry is an emergency case. We want to save the theatres in our small towns."

In any event, industry officials have always felt that getting hearings was the first necessary step, and have been confident that they can present a good enough case at the hearings to get favorable action at this session.

A good part of the industry's presentation will be built around the 22-minute film, "The Case Against the Admission Tax." Theatre owner witnesses will argue that the tax is forcing theatres to close at the rate of three to five a day. They will emphasize that 4,500 theatres have closed during the last five years, and predict that another 1,500 will close in the next year if the tax is not lifted.

Rathner Gets Rights To 3-D Attachment

Harry Rathner disclosed here yesterday that he had obtained sales and distribution rights to an attachment to the presently-used projector, developed by the Nord Co., which enables a 3-D film made with two cameras to be projected. The Nord Co., which manufactures optical and motion picture equipment, has also developed a single-camera 3-D system, Rathner revealed.

Rathner is currently negotiating with distributors here to get samples of two-camera 3-D films in order to give a demonstration of the attachment.

Zimbalist to Head New 3-D Company

HOLLYWOOD, March 30.—The formation of Tru-Stereo Corp., which will supply 3-D, photographing equipment and technical staffs to independent producers, was announced here today. Al Zimbalist, who last week completed filming on "Robot Monster" in Tru-Stereo 3-D, is president and chairman of the board.

The base terms to producers for the feature use of Tru-Stereo is $15,000 plus 2½ per cent of the picture's gross; or $30,000 outright. The terms are sharply below those announced heretofore by other companies offering a similar service.

Goldwyn

(*Continued from page* 1)

will add an illusion of greater depth. He indicated he didn't think screen processes requiring the use of polaroad glasses would be successful for long because of the practical problems involved.

Goldwyn said he hopes to obtain film production rights to "Guys and Dolls" and, rejecting reports that he might retire, said he will continue making motion pictures "as long as I live."

He noted that he is a stockholder in United Artists Theatres and through that organization a stockholder in the new Magna Theatre Corp., which has developed a 65mm. wide screen film process which Goldwyn believes could very well be the system for the future.

Queried about the effect of advertising, publicity and exploitation on the grosses of a picture, Goldwyn said that if a picture doesn't do well on opening day all the publicity and advertising in the world won't help it. "People recommend to others pictures they like, not pictures they don't like."

'Bwana' Hot in Chi. 1st Outlying Runs

CHICAGO, March 30. — "Bwana Devil," which broke in its first outlying run in and around Chicago this past Friday, is racking up top grosses in most situations, it is reported, with a total of over $260,000 having been taken in by 37 houses over the weekend and three downstate houses for a full seven days last week.

Reports from the drive-ins, among the first in the country to run a 3-D picture outdoors, indicate that the picture was satisfactory.

Most theatres raised their prices for the showing, with many going to 74 cents for matinees, 98 cents at night, and 50 cents for kids in houses where the top price ordinarily is 74 cents for adults with kids 20 or 25 cents at all times.


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Motion Picture Daily Feature Reviews

"Kansas Pacific"

(*Allied Artists*) *Hollywood, March 30*

IN view of the fact that films have neglected that exciting period of American development just before the Civil War, this story about the building of a railroad which the Union Army is to need if war comes, and the efforts of Southern sympathizers to prevent its construction, has a basic advantage which it maintains to the end. This is due to some unhesitant exercising of imaginative invention. The picture is helped by such names as Sterling Hayden and Barton MacLane, plus Cinecolor, and is backed by the happy precedent that railroad films have always commanded a large and enthusiastic following.

The production is by Walter Wanger, with Edward Morey, Jr., in association, the direction is by Ray Nazarro, and the writing by Dan Ullman, a prolific scrivener who is not afraid to let his fancy take a small flier in the interests of the cash customer. Thus, in this case, he identifies his fictional hero's chief adversary as the William Quantrill whose savage raiders (but not in this picture) shamed both the Union and the Confederacy before being disposed of. He obtains a powerfully dramatic effect by having Quantrill and his pals shell a Kansas Pacific train with cannon mounted on an overlooking mountain. Then he tops this ingenious plot device by having the Union sympathizers mount a cannon on a camouflaged flat car and fire back at the artillery-men on the mountain, fatally. It sounds fairly preposterous, but it plays extremely well.

Hayden plays a Union Army officer assigned to aid MacLane, a construction boss, in the building of a railroad that is being sabotaged by persons of opposite political views and of no principles whatever. Eve Miller is seen as MacLane's marriageable daughter, party of the second part, in a routine romance with Hayden and Harry Shannon. Reed Hadley is a suitably sinister Quantrill.

Others in the cast are Tom Fadden, Johnathan Hale, Douglas Fowley, Bob Keys, Irving Bacon, Myron Healey, James Griffith and Clayton Moore.

Running time, 73 minutes. General audience classification.

"Lone Hand"

(*Universal-International*)

AGAINST AN ATTRACTIVE color by Technicolor outdoor background, this definitely merchandisable large-scale Western unwinds to the tune of ample action and gunplay, little marred by story improbabilities. Starring Joel McCrea and Barbara Hale, the film is essentially about a relationship between father and son.

McCrea, following the death of his wife, decides to settle down on a farm with his young son, Jimmy Hunt. Unfortunately, the territory is being constantly harassed by a band of outlaws. At first McCrea insists upon steering clear from any attempt to combat the outlaws, all of which has a disheartening effect upon his son. Eventually, in an effort to make some easy money, McCrea joins up with the outlaws in some of their raids. Upon discovering this, the youngster is completely broken. Woven into the Joseph Hoffman screenplay is McCrea's romance and marriage with Miss Hale. Soon she learns about McCrea's surreptitious missions and friction develops to a point that imperils their marriage.

As the story proceeds to its climax it is disclosed that McCrea is a Pinkerton detective. The showdown sees his scheme to snare the outlaw leader backfire: It is a close call but luck pulls McCrea out of it. The inevitable hero-villain fist fight concludes the story happily.

Others in the cast of this Howard Christie production, which was directed by George Sherman, are Alex Nicol and Charlie Drake, both villains.

Running time, 80 minutes. General audience classification. For May release.

"Jack McCall, Desperado"

(*Columbia*)

FILMED in color by Technicolor, this picture proves that justice's road to triumph can be a long and circuitous one. Some interesting variations are given to the standard Western pattern and the over-all result should prove to be an easy winner among outdoor action fans. "Jack McCall" was made on a large scale.

Pure Western fare is interrupted for a brisk interlude depicting the war between the North and the South in the screenplay by John O'Dea. George Montgomery has the title role as a strapping, quick-triggered victim of circumstance and villainy, while Angela Stevens provides feminine charm and the romantic touch.

The story opens as Montgomery strides into a saloon and kills Douglas Kennedy in a showdown gun duel. Next is the trial and the flashback to the beginning of things. It seems that Montgomery, though Southern born, fought in the Union Army along with his cousin James Seay. Montgomery proves heroic in a mission, but through connivance and ill-luck, he is branded a spy and has to take to his heels for safety. The task of proving that he was not a spy is a bitter one laden with hardships. His parents are killed as a result of the treachery of his cousin and Kennedy, both of whom team up. When Montgomery finally catches up with witness who can prove him innocent, the former is bribed. Enroute to the establishment of Montgomery's innocence, there are several Indian battles, outbreaks of skullduggery and some romantic involvements with Miss Stevens. With her he forms a partnership that braves many dangers.

Sam Katzman produced and Sidney Salkow directed. Others in the cast are Eugene Iglesias, William Tannen, Jay Silverwheels, John Hamilton, Selmar Jackson, Stanley Blystone, Gene Roth, Alva Lacy and Joe McGuinn.

Running time, 76 minutes. General audience classification. For April release.

"The Lady Wants Mink"

(*Republic Pictures*)

A HAPPY, LIGHT-HEARTED picture which occasionally flies off into the realm of absurd whimsy but which is always bright and fresh is herein forged from a woman's desire to own a mink coat—surely as basic and topical a theme as can be found these days! The film is played at breakneck speed by stars Ruth Hussey, Dennis O'Keefe, Eve Arden and William Demarest, all capably portraying attractive, believable people.

Trouble starts when Miss Arden is given a *gen-u-ine* $7,000 silver blue mink coat by her husband, Demarest, a used car dealer who has made a fortune by giving his product away—somewhat like Madman Muntz. The mink immediately turns a next door neighbor, Miss Hussey, green (the picture is shot in Trucolor) with envy and makes her husband, O'Keefe, even more insecure in his dull job in the credit department of a huge department store.

Thereupon Miss Hussey decides to grow minks for her own coat, against the better judgment of everybody. As a result her husband loses his job, her children are accused of having a crazy mother and lastly, as a crowning blow, the family is evicted from their house for having broken city zoning laws. In desperation they move to the country where, unexpectedly, the minks as well as husband and children find new joy in outdoor living and the television set, previously the pivot around which the household moved, gathers dust in the corner. The coat itself is forgotten in a life of bucolic charm.

In telling this story, associate producer-director William A. Seiter was aided considerably by the comic dialogue supplied by screenplay authors Dane Lussier and Richard Alan Simmons. It is delivered with zest by old hands Demarest and Arden as well as by Hope Emerson, seen as a dedicated mink breeder given to wearing dirty blue jeans and wilted cartwheel hats.

Miss Hussey and O'Keefe handle their hectic chores nicely, never becoming shrill enough to alienate the affections of the audience or their children, the latter roles played with restraint and naturally by Tommy Rettig and Earl Robie. The color is good. Leonard Neubauer and Lou Schlor are authors of the original story.

Running time, 92 minutes. General audience classification.

"The Homesteaders"

(*Allied Artists*) *Hollywood, March 30*

WILD Bill Elliott plays an Oregon farmer in this Vincent Fennelly production, a role somewhat different from Elliott's previous assignments. The results are fair and should please action fans who are not too critical.

The story is by Sid Theil and Milton Raison. Elliott is an Oregon homesteader who, in 1870, gets the War Department to supply him with dynamite which he needs to blast rocks out of his land. Robert Lowry, his neighbor and friend, goes along with him to get the explosives. But Lowry has made a deal with James Seay, a land-grabber, whereby Elliott's dynamite is to be hijacked. There's a nominal amount of skullduggery as the wagon train crosses the plains, manned by ex-soldiers released from service and jail at the same time. It's all quite perfunctory and unconvincing, with Elliott knocking out or shooting somebody now and then, but never really getting up steam.

Lewis D. Collins directed. Others in the cast are Emmett Lynn, George Wallace, Buzz Henry, Stanley Price, Rick Vallin, William Fawcett, Tom Monroe, Barbara Allen and Ray Walker.

Running time, 62 minutes. General audience classification. Release date, March 22.

"Penny Princess"

(*Rank-Universal*)

SET in a mythical European country, known as Lampidorra, this J. Arthur Rank production is a light excursion into whimsy. It frolics along innocuously, striving to be humorous and succeeeding occasionally. Much to the picture's credit are some striking country vistas caught in color by Technicolor.

The story, fashioned by Val Guest, has a struggling New York sales girl, Yolande Donlan, suddenly inherit the little European country of Lampidorra. Now a princess, she ventures forth into the new country to become embroiled in its problems and also to fall in love with a young Englishman, Dirk Bogarde. The national industry of Lampidorra is smuggling. But the new princess forthwith puts a stop to that. In the shadow of national bankruptcy, the princess starts producing and marketing the country's unique, intoxicating cheese and the venture becomes a huge success. Presently, however, other countries, fearing the fall of their own cheese industries, institute a prohibitive import tax. And thus, once again, smuggling is made legal in Lampidorra.

Incident piles upon incident in a whirl that finally settles down to the happy ending, both romantically and nationally. A Conquest production, released through Universal-International, it was also produced and directed by Val Guest.

The cast includes Fletcher Lightfoot, Edwin Styles, Reginald Beckwith, Kynaston Reeves, Peter Butterworth, Desmond Walter-Ellis, Lawrence Naismith and others.

Running time, 91 minutes. General audience classification. March release.

Heads MPIC for a Year

HOLLYWOOD, March 30.—President Arthur Freed will hold the Motion Picture Industry Council presidency for a full year, instead of six months as has been the organization's policy, under by-law revisions adopted at a regular monthly meeting.

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